

Business

THE NATIONAL PROVISIONER

*Leading Publication in the
Meat Packing and Allied
Industries Since 1891*



PROCEEDINGS OF THE ANNUAL MEETING OF THE AMERICAN MEAT INSTITUTE

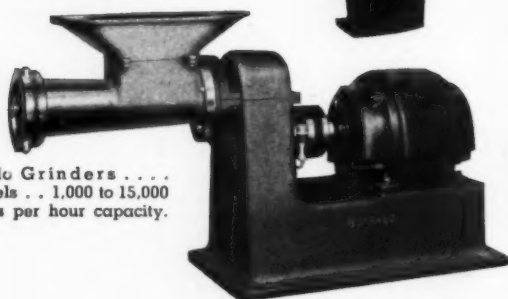
MEMO

ON FUTURE SAUSAGE PRODUCTION AND MERCHANDISING

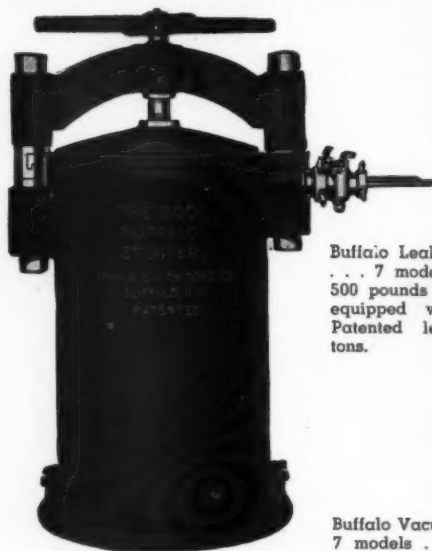


Buffalo Self-Emptying Silent Cutters . . . available in 200, 350, 600 and 800 pounds capacity.

Patented

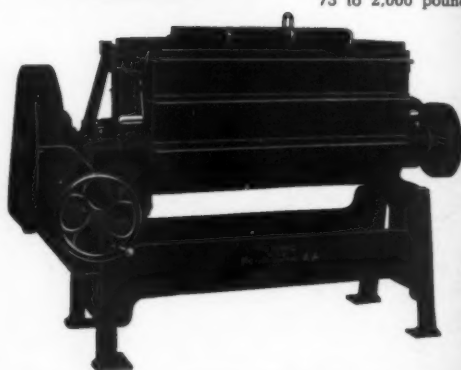


Buffalo Grinders . . . 6 models . . . 1,000 to 15,000 pounds per hour capacity.



Buffalo Leakproof Stuffers . . . 7 models . . . 54 to 500 pounds capacity . . . equipped with Buffalo Patented leak-proof pistons.

Buffalo Vacuum Mixers . . . 7 models . . . capacities 75 to 2,000 pounds.



The war is over. Now let's think of the future. From now on it is more important than ever that modern sausage making machinery be used. • Merchandising sausage products will be on a highly competitive basis and every conceivable effort to reduce manufacturing costs must be made. This can only be done with modern sausage making machinery. • Modern BUFFALO Quality Sausage Making Machines will produce the highest quality products . . . in greater quantities . . . at the lowest possible operating costs. • As you sausage makers consider your plans for the future, don't fail to consider the

importance of fast, dependable and economical production machinery. This is the only way you can meet competition successfully. • Make certain you are adequately provided for with modern BUFFALO Quality Sausage Making Machinery. And remember that BUFFALO is backed by more than 77 years of specialized service to the sausage industry.

JOHN E. SMITH'S SONS CO. 50 Broadway, Buffalo 3, N.Y.

Sales and Service Offices in Principal Cities

Buffalo



QUALITY SAUSAGE MAKING MACHINES



*The name "GRIFFITH" is
both Promise and Guarantee*

The Griffith Laboratories have made a favorable impression in the meat packing field. The name "GRIFFITH" means many things . . .

- ★ Most important is **SERVICE**
- ★ Second in importance is **KNOW HOW**
- ★ Third is **SELECTION OF MATERIALS**

The name "GRIFFITH" stands for food materials of exceptional merit; scientifically formulated for effectiveness in all meat formulae; and packed in suitable size packages for the "meat batches."

The "GRIFFITH WAY" has proved to be successful—it is material selection plus "know how" in operations.

With an invitation, the Griffith door is always open to you.

**The
GRIFFITH
LABORATORIES**

CHICAGO 9, 1415 W. 37TH STREET • TORONTO 2, 115 GEORGE STREET • NEWARK 5, 37 EMPIRE STREET



1. PRODUCT is first run through a series of tumbling, acid and clear water baths to remove oxide film, scale and any other substance from the surface.



ANOTHER **Globe** FIRST

Here's the picture story of why *The New Globe Galvanizing Plant* assures meat packers of equipment having greater resistance to rust and corrosion

The new Globe Galvanizing Plant now in production represents another "first" in the long line of Globe firsts that have contributed substantially to Globe leadership in supplying machinery and equipment to the meat packing industry.

Globe has long recognized the advantage of complete control of the galvanizing process, both from a production and quality standpoint. Globe is the only manufacturer of meat packing plant equipment with its own galvanizing plant. Facilities for complete hot tinning are also included. Whenever possible Globe equipment is hot-dip galvanized *after fabrication*. Damage to the pro-

ductive zinc coating during other manufacturing operations is largely avoided. This affords a uniform all-over protection superior to that achieved by any other method.

Brass special zinc is used for Globe galvanizing. The improved quality standards maintained in our new plant make sure of materially lengthened service-life for Globe equipment.

With this expansion of facilities, Globe's forward looking leadership pledges continued alertness to the most improved processes and materials in the manufacture of packing plant equipment.

3. THE FIN
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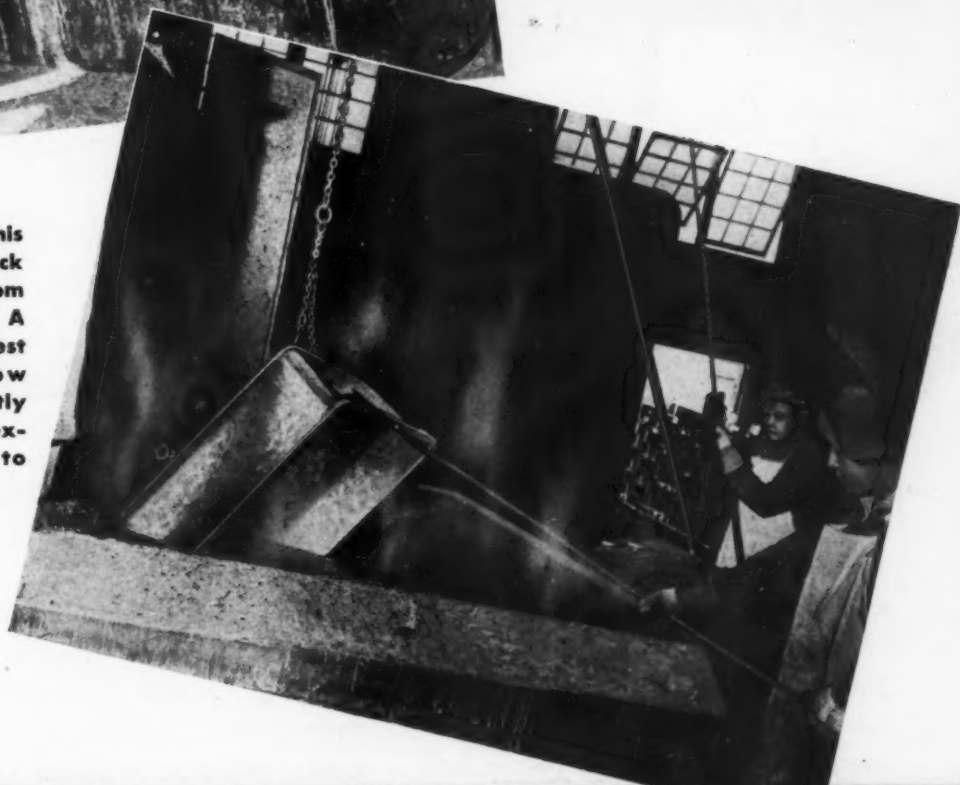
31 YEAR

The Natl



2. NEXT, product is given a preliminary dip test solution, then through a top coating of zinc.

3. THE FINAL STEP—This fabricated Globe truck body is emerging from the second hot dip. A uniform layer of best grade zinc is now bonded permanently to body, making it extremely resistant to rust and corrosion.



THE GLOBE COMPANY

4000 S. PRINCETON AVENUE

CHICAGO 9, ILLINOIS

31 YEARS OF SERVING THE MEAT PACKING INDUSTRY WITH EXPERTLY DESIGNED EQUIPMENT



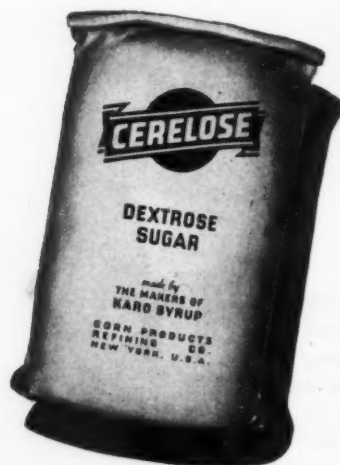
when you think of Romeo...



...you think of Juliet



when you think of energy...



...think of dextrose sugar

THE GREATEST love story of all time is the story of Romeo and Juliet; and the greatest food story of our time is the story of dextrose—food-energy sugar. 8 out of 10 people have learned about dextrose through educa-

tional advertising, continued year in and year out. Rarely does a single advertising message achieve such wide acceptance.

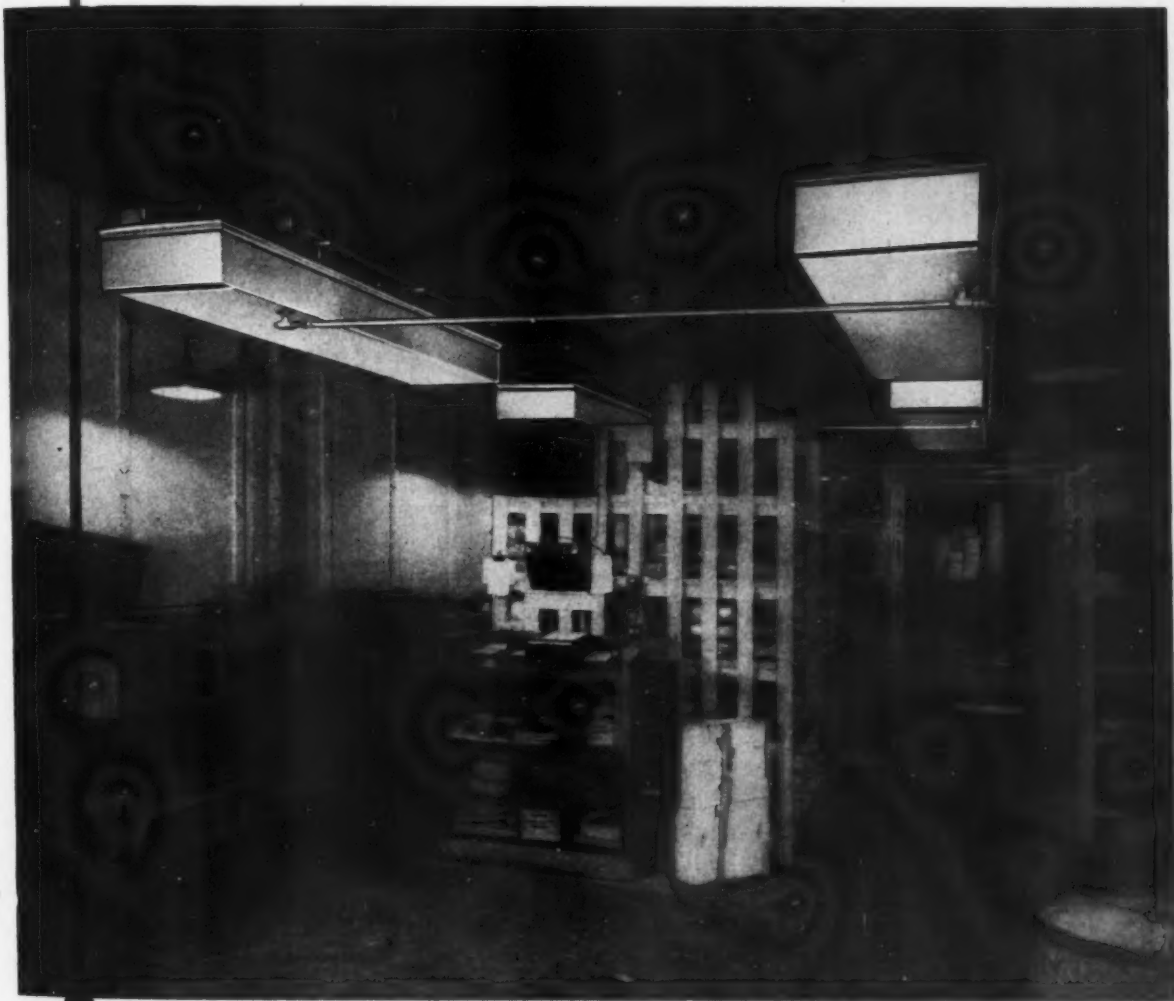
CORN PRODUCTS SALES COMPANY
17 Battery Place New York 4, N. Y.

CERELOSE is dextrose

GEBHARDTS

Eliminates Blowing!

Air motion is the biggest factor in producing a good, uniform product. Air and high velocity, regardless of high relative humidity, cause excessive shrinkage and discoloration. The velocity of air is determined by the type of product. Gebhardts are built in seven sizes for fourteen different air velocities, a unit for every meat application. Air and high velocity produce poor working conditions, for the efficiency of a workman is retarded in coolers having drafts. Gebhardts produce a gentle movement of air throughout the cooler, which is not a draft, but an air motion necessary to keep meat at its best.



Gebhardts refrigeration system installed suspended from the ceiling in this sausage and provision packing cooler.

A

DVANCED ENGINEERING CORPORATION

1802 WEST NORTH AVENUE, MILWAUKEE 5, WISCONSIN

PAINT RIGHT THROUGH WET FILM WITH DAMP-TEX LIQUID PORCELAIN-LIKE ENAMEL

CHECK the following performance facts about this amazing enamel... then write us for complete details of our no-risk trial offer. (1) One coat of Damp-Tex covers. (2) Forces out moisture and dries overnight into porcelain-like waterproof film despite presence of moisture. (3) Sticks to wet or dry wood, metal, concrete, plaster and masonry. (4) Kills Rust, Rot, Dingo, Bacteria and Fungus*. (5) One gallon covers approximately 350 sq. ft. of porous surface, 450 sq. ft. of non-porous surface. (6) Will not check, peel, sag, soften or fade. No flavor-tainting odor. (7) Dries free of brush marks, may also be sprayed. Comes in colors and white.

*With Pre-Treatment.

FREE!

On the recommendation of the 4000 plants that use Damp-Tex, send for free descriptive folder K, also details of our offer to ship you a trial order of Damp-Tex absolutely at our risk.



STEAM TEST

Damp-Tex is unaffected by live steam common to many plants.



WASHING TEST

Constant moisture and repeated washings will not soften or in any way harm Damp-Tex.



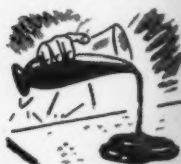
FUNGUS TEST

Pre-Treated Damp-Tex will resist fungus, mold or mildew on the surface to be painted.



MOISTURE TEST

Water soaked bricks painted with Damp-Tex and dried in the sun prove the film will not blister or break



CAUSTIC SOLUTION TEST

Two to three percent caustic washing solutions are not injurious to Damp-Tex Enamel.

ACID TEST

Damp-Tex is unaffected by lactic and other common food acids.



DAMP-TEX

THE WET SURFACE ENAMEL

STEELCOTE MFG. CO. GRATIOT at THERESA ST. LOUIS, MO.

For your new packages...

MILPRINT

Here's a Milprint Package for

Sliced Bacon	Pork Sausage
Smoked Meats	Chili con Carne
Luncheon Loaves	Cooked Hams
Cooked Specialties	Quick Frozen Meats
Fresh Meats	Poultry
Canned Meat Labels	Sausage Bands

MILPRINT Inc.

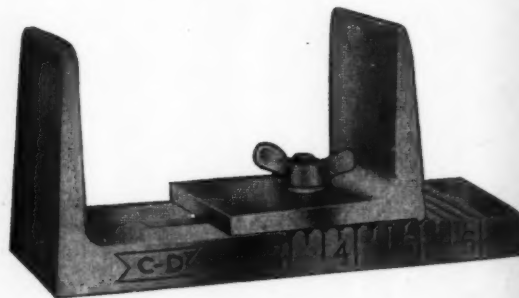
Here's why all large meat packers and 75% of all leading sausage makers use C-D KNIVES and PLATES



BEFORE YOU BUY . . .

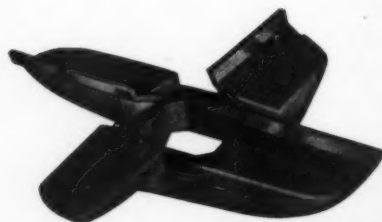
Check These Advantages:

- ✓ C-D superior plates are made of a special wear-resisting alloy guaranteed to outlast two plates of any other make.
- ✓ They are available in all styles—angle hole, straight hole and tapered hole . . . reversible. Two plates for price of one.
- ✓ Are equipped with patented spring lock bushing which makes loose bushings an impossibility.
- ✓ The improved Triumph Plates have proved themselves the most economical plates in existence, cutting several million pounds of meat before sharpening is required.
- ✓ All makes and sizes of solid knives and Superior Knives, Cut-More Knives, X. L. Knives, B & K Knives—all with changeable blades.



C-D SAUSAGE LINKING GAUGE

Increases the speed of hand linking, improves appearance of linked sausage, and slashes sausage linking costs! High measuring guides make it possible for operator to swing links with little effort. Links are uniform and cleanly divided. Easily adjustable to accommodate various lengths.



NEW! IMPROVED C-D CUT-MORE KNIFE

The most economical knife for large grinders. Superior to any other make so far produced. They are self-sharpening, always maintaining a razor sharp edge until the $\frac{3}{4}$ " cutting edge is worn down. They will not heat or smear the meat. They need no mechanic to change or adjust the blades, a small set-screw holds the blades securely in the holder.

**Send for
Complete Information**

ASK
THE

"Old Timer"

C. W. Dieckmann

**He thoroughly understands your problems . . .
His years of experience fits him to suggest the
best knife or plate for your special requirement.**



FAMOUS C-D REVERSIBLE PLATE
1,683 Holes!

The C-D Reversible Grinder Plate combines two plates in one! Arrangement of $\frac{1}{8}$ -inch holes gives 1,683! All Super No. 6 plates have $2\frac{3}{4}$ " cutting surface. Guaranteed against cracking, breaking, pitting or chipping at the cutting edge!



THE QUALITY TRADE MARK

Save Money and Reduce Costs with the Ever-Dependable C-D Products

The success of a product is measured by the number of satisfied customers . . . all the large meat packers and 75% of all the leading sausage-makers in the U. S. are using C-D Reversible Grinder Plates and C-D Knives with changeable blades. The "utility life" of each SPECIALTY product is long, economical, and highly efficient because of its original quality . . . has stood the rigid test of time and gained a reputation for dependability!

BEWARE OF USING CHEAP GRINDER PLATES AND KNIVES

—they are an expense proven by the facts. They need regrinding often. They wear out in a short time. They require frequent replacement with new plates! Avoid all these expenses by using C-D TRIUMPH PLATES! C-D TRIUMPH PLATES are guaranteed for FIVE YEARS against regrinding and resurfacing expense. They are reversible and can be used on both sides. They give you two plates for the price of one. C-D Triumph Plates can be had in all sizes, to fit any make of grinder. They have proven their superiority in all the large packing plants and in thousands of smaller plants in the United States and foreign countries.






This seal is your assurance of obtaining supplies of quality, dependability and economy. Products bearing this trademark are offered to you only through qualified representatives who have a sincere desire to serve you. Consult YOUR FEARN REPRESENTATIVE

Fearn formula service and technical advice is available to you! Whether your need is the giving of new zest and attractiveness to old products, or widening your line to take advantage of sales conditions, Fearn service is available to you through your Fearn representative. We urge that you ask him to help you, or wire direct for full details.

FEARN LA



For want of a nail a kingdom was lost...



Everyone knows the old proverb: "For want of a nail, the horse was lost; for want of a horse, the leader was lost; for want of a leader the battle was lost; for want of a battle the kingdom was lost." And in modern business,

going through the chain of operations from raw materials to finished product, seeming trifles can have equally as important effect on the sales success of your finished product.

Take seasonings, flavoring materials, curing materials or other specialty ingredients for example: a smaller amount of these specialties is required than of almost any other thing called for in the average sausage or specialty formula, and yet almost the entire success of your finished product depends on how well that smallest ingredient does its job. Give your sausage or specialty

fine flavor and appearance, and sales success is usually assured. Neglect taste and sales appeal, and your profits suffer.

You can't afford to use anything less than the finest in flavor builders and special ingredients—the kind that have been responsible for the consistent growth of Fearn Laboratories into a leader in the specialty ingredient field. Packers and processors in all parts of the country can show you, through their own increased sales and profits, how Fearn ingredients have helped them and can help you.

Your Fearn Representative can show you how to "tighten the nails" in your business, can quickly demonstrate simple ways to improve quality and flavor. And he can show you at the same time how the extra profits that are possible can quickly return the small investment required. Fearn Laboratories, Inc., 701-707 N. Western Ave., Chicago 12, Illinois.

FEARN LABORATORIES, INC.



SOLVAY *nitrite of soda*

SOLVAY SALES CORPORATION • 40 RECTOR STREET, NEW YORK 6, N. Y.

Making Good on Our Promise for Better Than Ever



During the war when a good part of our facilities were applied to wartime production, we repeatedly promised you that we were not overlooking your peacetime future. We told you that HPS research service and engineers were constantly at work improving and developing wrappings for packinghouse products that would be certain to prove highly advantageous in peacetime selling.

The time to make good on these promises is here.

Equipment has been increased to the greatest point in our history. Facilities for better and more production have been expanded all along the line. Many new processes have been developed such as laminating cellophane, acetates, cloth, foil, etc.

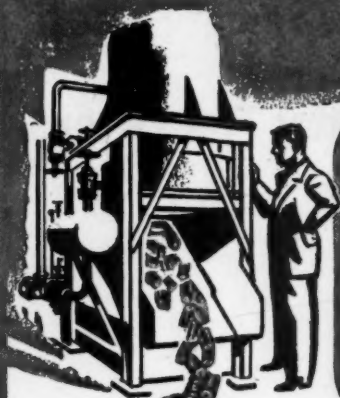
Over 40 years of experience in the manufacturing of wrapping paper finds us today ready to serve American packers with one of the greatest, most highly developed lines of wet-strength, waxed, oiled and laminated papers in the country.

Many packers already have consulted with our research department to determine how these wrappings, especially those developed during the war, can best fit into their peacetime packaging plans. To those who haven't we extend a cordial invitation to do so now without delay.

Remember, in seeking the "absolute best" in packinghouse papers, or in an effort to lower your wrapping paper costs, it will pay you to investigate HPS first.

H. P. SMITH PAPER CO.
5001 WEST SIXTY SIXTH STREET
CHICAGO 38

WAXED, OILED, WET-STRENGTH AND LAMINATED PAPERS



Vogtice

THE ALL-PURPOSE SIZED ICE



VOGTICE as produced by the Vogt Automatic Tube-Ice Machine is a clear, hard, sized ice of can-ice quality and appearance frozen from RAW water inside of tubes not exceeding 2" in diameter. It has a lower initial temperature than ice made by other systems due to the direct application of the refrigerant to the ice freezing surface.

Either "cylinder" or "crushed" ice may be had from the same unit by regulation of the thickness of the ice cylinders prior to discharge to the adjustable cutter which is integral with the machine.

SOME VOGTICE CUSTOMERS

CITY ICE AND FUEL CO.
St. Louis, Mo.
AMERICAN ICE CO.
Washington, D. C.
HOTEL STATLER
Washington, D. C.
ROOSEVELT HOTEL
New Orleans, La.
TELLING-BELLE VERNON DAIRY
Cleveland, Ohio

CHEVY CHASE DAIRY
Washington, D. C.
RATH PACKING COMPANY
Waterloo, Iowa
ARMOUR AND COMPANY
Brazil, S. A.
DUPONT DYE WORKS
Belle, West Virginia
HOLLAND COLOR & CHEMICAL CO.
Holland, Mich.

GROW BROTHERS FISHERY
Painesville, Ohio
H. AND H. POULTRY CO.
Selbyville, Delaware
U. S. NAVY DEPARTMENT
BLUE BOAR CAFETERIAS
Louisville, Ky.
SAN MIGUEL BREWERY
Manila, P. I.

HENRY VOGT MACHINE CO., Inc., Louisville 10, Ky.
Branch Offices: New York Chicago, Cleveland, Philadelphia, Dallas

Vogt



AUTOMATIC TUBE-ICE MACHINE

Patent No. 2,300,414 U.S. Pat. 2,300,414

Make us your Source of Supply for



HAM STOCKINETTES
BOLOGNA BAGS
BEEF BAGS
FRANK BAGS
LIBERTY BEEF SHROUDS
CHEESE CLOTH
LARD PRESS CLOTHS
TARPAULINS
... AND OTHER

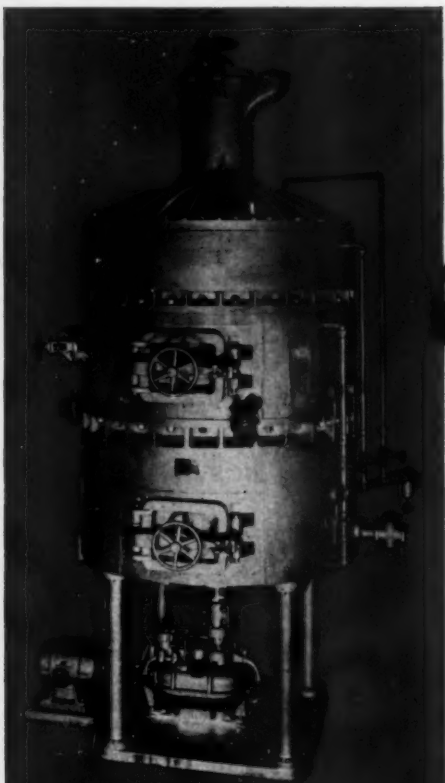
Quality Meat Packers Textiles

— Originators of the famous —

Tufedac
BEEF CLOTHING
REG. U.S. PAT. OFF.
LOOK FOR THE BLUE STRIPE

THE CLEVELAND COTTON PRODUCTS CO.
★ **CLEVELAND 14, OHIO** ★

A WINNER IN WAR PRODUCTION.

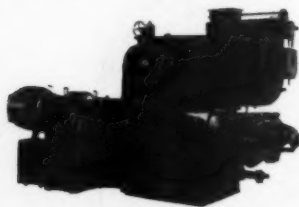


DIP-RENDERED LARD COOKER

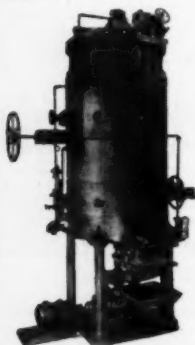
Up to this time little has been produced with the high quality and economy which is the possibility of increasing the quantity and uniformity of the product through rendering and refining. It is the French Dip-Rendered Lard Cooker which is loaded into the top section, which the lard is rendered out of the fat, and rendered into a desired strength. A rendered lard is placed into the bottom section of the cooker, as the lower section, the lard is instantly heated and rendered with activated carbon and moisture extracted immediately. When rendering is complete, the refining operation is completed, and the lard is ready to be rendered and refined.



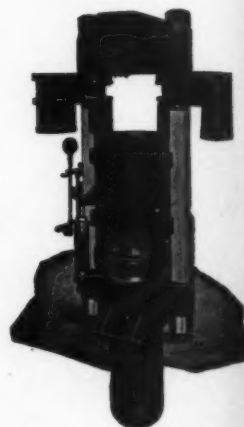
FRENCH HORIZONTAL COOKER — Steel plate construction, all welded. Made in sizes to fit all needs, for jacket and internal pressures up to 100 lbs. Meets A.S.M.E. Specifications.



FRENCH MECHANICAL SCREW PRESS — As perfect as modern engineering can produce. Large capacity gives low operating cost per ton of material pressed. Rigid and rugged. The ideal unit for mechanical pressing operations.



FRENCH VERTICAL COOKER — With built-in Percolator Receiver or Sub Kettle. Either edible or inedible rendering. Sectional construction of special all non-rusting metal. Maximum efficiency in every capacity.



HYDRAULIC CURB PRESS — The only press with floating heated curb. Gives increased yields at no increase in operation cost. Unusually heavy construction and long life.



Pack
reali
PERFECT
on Unit
Method r
edible re
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A CO

French Oil Mill Machinery Co.

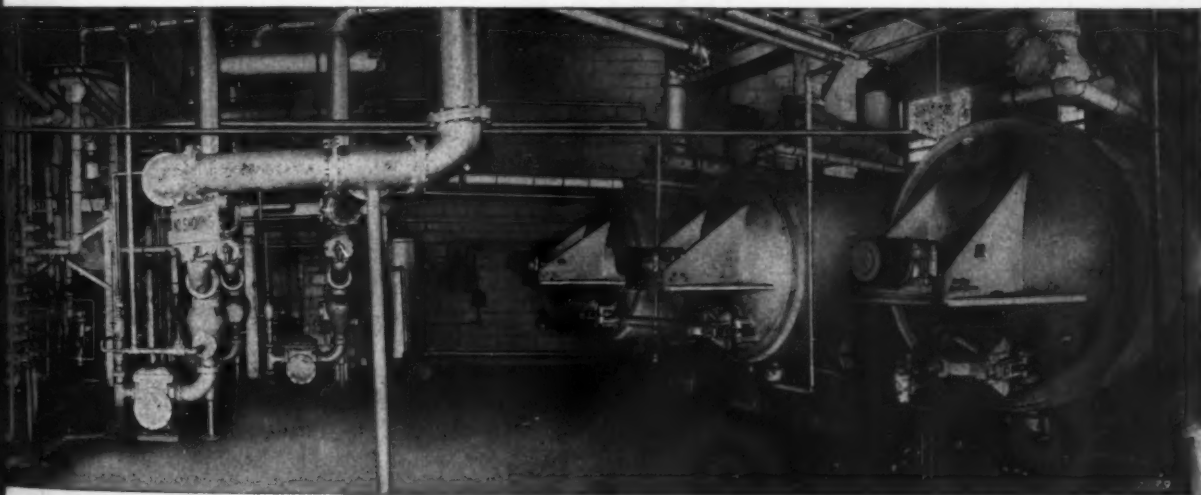
FRENCH MACHINERY WILL HELP YOU WIN IN POST WAR COMPETITION!

Packers now using FRENCH equipment actually realize higher profits at lower operating costs

PERFECTION of the French Solvent Extraction Units and the French Solvent Extraction Method represents gigantic strides in modern rendering. The French Solvent Method yields substantially higher grease extraction with minimum solvent losses. The system is completely sanitary, definitely fool-proof, and economical and profitable to operate. Finished crackings command higher prices because of higher protein percentage. French equipment can be engineered to produce a system that requires no manual handling of product during processing, or it can be combined with present equipment under modified manual methods. Construction is sturdy, dependable and trouble-free.

French Dry Rendering Equipment is the finest that modern engineering has produced in this field. Individual units and over-all efficiency are of substantially higher quality because units are engineered to produce a perfect working combination.

The French field men are thoroughly practical and well-versed in modern methods. Because French makes all types of rendering equipment, you can be sure that their recommendations will be completely unbiased, adequate to solve your problem under the best possible methods for your plant and particular circumstance. Consult a French expert for complete rendering satisfaction!



A COMPLETE FRENCH SOLVENT EXTRACTION SYSTEM—installed in rendering plant of Valley Chemical Co., Mt. Pleasant, Mich.

FRENCH MACHINERY
ALWAYS ENGINEERED FOR
LIFETIME SERVICE

PIQUA, OHIO

SYLVANIA CASINGS



*-their attractive appearance
stands out
in the display case!*



SLICED or in loaf form, meats packed in Sylvania Casings present a pleasing appearance to the prospective purchaser. Their full rounded ends assure uniform slices down to the last cut for attractive even stacks.

Meats displayed in loaf form also gain in sales appeal. Distinctive designs in one or more colors provide ready brand identification...make your trademark a more important factor in consumer purchasing than ever before.

Sylvania will be glad to help you in creating the most distinctive design for your casing.

Made only by SYLVANIA INDUSTRIAL Corporation
Manufacturers of cellophane and other cellulose products since 1929

Plant and Principal Office: Fredericksburg, Virginia

General Sales Office: 122 East 42nd Street, New York 17, N. Y. ★ Casings Division: 111 North Canal Street, Chicago 6, Illinois ★ Distributors for Canada: Victoria Paper & Twine Co., Ltd., Toronto



• Reg. Trade Mark

Afrol

CURE

"HONEY SWEET" SUGAR CURE —

CONTAINS THE NECESSARY AMOUNT OF
ESPECIALLY PREPARED SUGAR, AND NO SALT

- ★ MOST UNUSUAL COLOR
- ★ FINE, SWEET FLAVOR
- ★ LONGEST PRESERVATION

OF CURED SAUSAGE AND S. P. MEAT

Manufacturers of Binders, Seasonings, Dry and Liquid
Seasoning Compounds

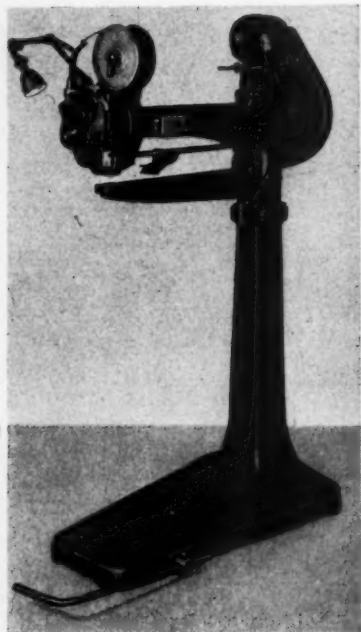
AFRAL

C O R P O R A T I O N

601 WEST 26th ST. NEW YORK CITY 1, N.Y.

BLISS SHIPPING CONTAINERS

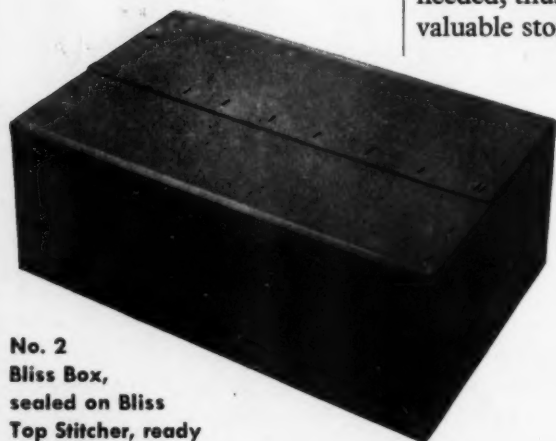
For Safety - Convenience - Economy



**THE BLISS HEAVY DUTY
BOX STITCHER**

Widely used throughout the Packing Industry for assembling and stitching Bliss Boxes. Equipped with Bliss Heavy Duty Stitcher Head. Operates at high speeds and built to render many years of continuous service.

*Ask for Literature
on These
Two Machines*



**No. 2
Bliss Box,
sealed on Bliss
Top Stitcher, ready
for shipping.**

Packers who use the regular No. 2 Bliss Boxes and the Special Bliss Wire-Lock Seal Box for shipping their fresh and smoked meats, pork loins, dressed poultry, lard, butterine, and other products have found these boxes to be the strongest, safest and most practical fibre containers available.

All four corners are reinforced with double thickness of board, giving them extra strength both for stacking in storage and while in transit.

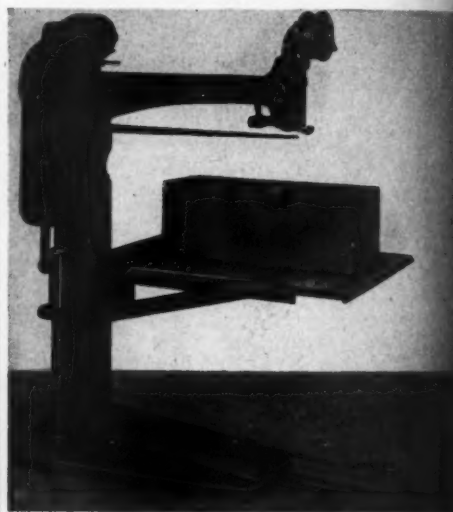
These boxes also save money in material, and reduce freight charges because of their light weight.

Both types of boxes are supplied flat by leading box makers, and are assembled and stitched on Bliss Stitchers in your own plant as needed, thus conserving valuable storage space.



BLISS WIRE-LOCK SEAL BOX

This box, with arched wire stitches attached, is now manufactured by leading container companies, and is available to the Packing Industry for use in shipping many kinds of meat products. May be opened for inspection and resealed without damage to the box.



**THE BLISS POWER LIFT
TOP STITCHER**

Wire stitches the tops of Bliss Boxes after they are filled, making a uniformly secure closure. Filled boxes are automatically raised to stitching position, stitched, and lowered again to conveyor line or table without manual handling. Easy to operate, high speed.

DEXTER FOLDER COMPANY

330 West 42nd St., New York 18, N. Y.

Chicago 5
117 W. Harrison St.

Cincinnati 8
1335 Paxton Street

Philadelphia 4
387 Bourse Bldg.



Is there a profit thief in your plant?

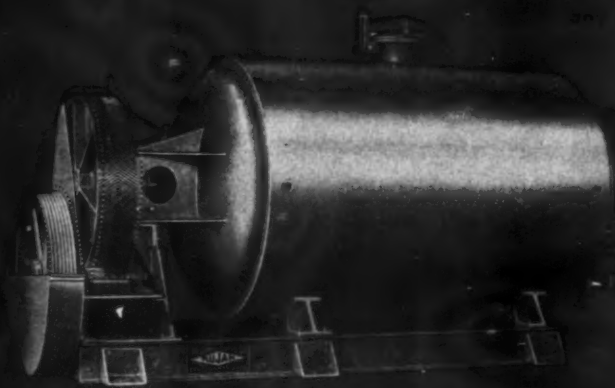
When you find out that your plant is losing money, it's not just a loss of profit—it's a loss of your future.

With a return on your investment in Dupps equipment, you can make sure that your plant is profitable.

Our new Dupps equipment is built to last, and our Dupps equipment is built to last. It's built to last, and our Dupps equipment is built to last. It's built to last, and our Dupps equipment is built to last.

Dupps equipment is built to last, and our Dupps equipment is built to last. It's built to last, and our Dupps equipment is built to last. It's built to last, and our Dupps equipment is built to last.

THE **DUPPS** COMPANY
AMERICAN MANUFACTURING CO.





Part of a fleet of 170 taxicabs operated by the Yellow Cab Company of Omaha which average 5½ million miles annually, yet maintenance costs for labor and parts are less than one cent per mile.

Makes record for low-cost operation

With good maintenance plus
Automotive Engineering and...

heat-proofed
Stanolube HD

ONE OF THE best records in the country for low-cost operation of a taxicab fleet is held by the Yellow Cab Company of Omaha. The taxi fleet pictured above operates 5,500,000 miles a year, yet cost of labor and parts for maintenance was less than one cent per mile, or 25% less than the national average cab fleet record.

This low-cost operation is the result of unusually complete shop facilities, good preventive maintenance, and a ready acceptance of Standard's Automotive Engineering Service and Stanolube HD.

For example, water sludge in crankcases clogged the pump screens, resulting in bearing failures. The fleet superintendent discussed the problem with a Standard Automotive Engineer. Stanolube HD, along with insulation of the crankcases, greatly reduced water sludge. Clogged screens and bearing maintenance have practically disappeared.

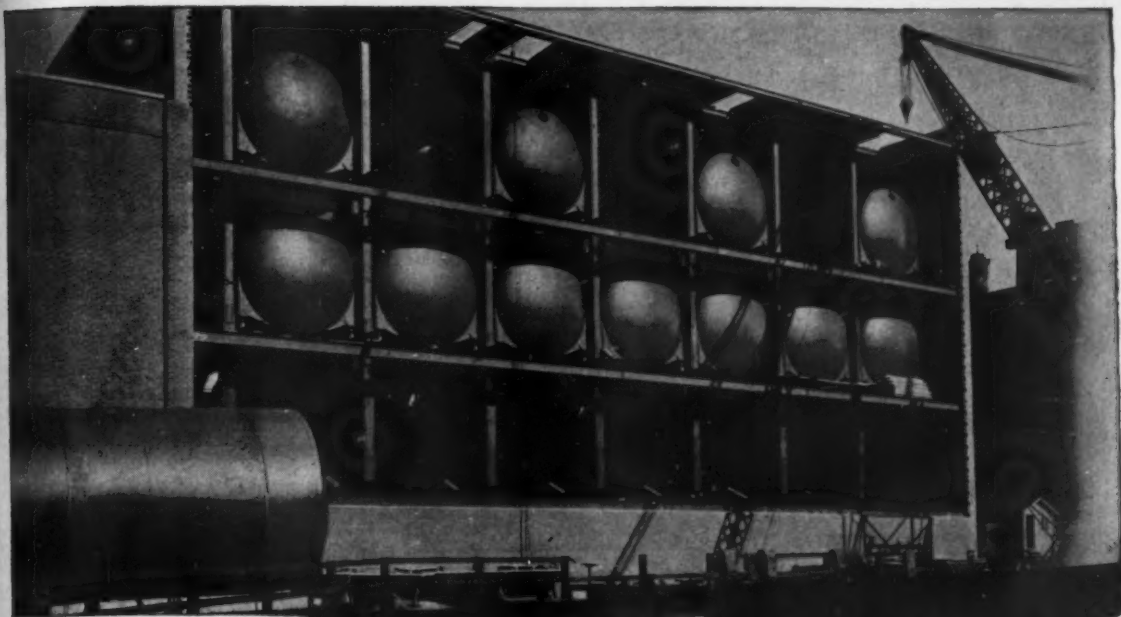
If your fleet shop is located in the Middle West, there's a Standard Oil Automotive Engineer near you who will be glad to help you get lower cost maintenance. He has a simplified, workable Preventive Maintenance Plan and products which give outstanding results in heavy-duty fleet service. Write Standard Oil Company (Indiana), 910 South Michigan Avenue, Chicago 80, Illinois, for the Engineer nearest you.

Buy and bold more Victory Bonds

STANDARD OIL COMPANY (INDIANA)

**STANDARD
SERVICE**

★ FLEET CONSERVATION SERVICE



ENAMELITE Assures Better Refrigeration . . .

Protects Insulation in Giant Anheuser-Busch Stockhouse

Anheuser-Busch, the world's largest brewery, is but another leading user of refrigeration that has utilized the advantages of ENAMELITE to assure better, more efficient refrigeration and longer lasting insulation.

Enamelite is a superior asphaltic mastic compound used both as an adhesive cement to set insulation to the wall, and as a waterproof finish on the exposed surfaces. It provides perfect bonding and sealing, effectively prevents infiltration of moisture into cork walls. The result is better refrigeration, longer insulation life, and



Upper Photo: Anheuser-Busch, Inc., St. Louis—Stockhouse under construction.

Lower Photo: Corkboard installed with Enamelite.

materially reduced maintenance expense.

Enamelite is completely waterproof, acid and brine resisting. It is used cold on the job and avoids the fire hazards of heating conventional asphalt compounds.

It will pay you to get full information on all the advantages of Enamelite—to check the many reasons why some of the world's largest users of low-temperature insulation specify Enamelite every time. Write today.



PRESSTITE ENGINEERING COMPANY • 3966 Chouteau Ave., St. Louis 10, Missouri.



Meat has had those "Magic Aminos" all the time but it took the war to bring them and their amazing applications to public attention.

The meat industry did a good job of telling the B vitamin story.

Now we'll want to do the same with meat proteins and their aminos

—not with any \$6 laboratory words but in plain everyday language a wife or mother can understand, such as this.



Magazines and newspapers are picking up the story of amino acids and spreading it through the world.

• • •

Naturally the Educational Program of the American Meat Institute is telling this story too—in a magazine and newspaper campaign reaching practically everyone in America who can read.

• • •

Out of World War I came a lot of mistaken public ideas that held meat back.

Out of World War II has come public knowledge of the sensational importance of the "Magic Aminos." It can go a long way toward making people appreciate meat's values . . . making them reach for more meat.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U.S.

Vilter Ammonia Compressors in a large mid-Western plant. At left: Three 10½ x 10½" vertical compressors with synchronous motor drive. At right: Three 4½ x 4½" vertical compressors.

2 BIG REASONS WHY

Vilter Compressors Deliver Dependable, Troublefree Service:

Vilter features for dependable operation and easy maintenance

- 1 Force-feed lubrication system.
- 2 External cylinder lubricator.
- 3 Ready visibility of crankcase oil level.
- 4 Easy piston removal.
- 5 Easily cleaned suction scale trap.
- 6 Conveniently proportioned hand-hole for easy crankcase inspection and bearing adjustment.

The compressor is the heart of your refrigerating system. It is important to make a careful selection. That is why so many leading plants have relied on Vilter equipment for so many years.

Since 1867, Vilter has maintained a reputation for fine materials, quality workmanship, and sound, rugged design.

To these basic factors are added the fine points of engineering — the labor-saving conveniences that mean impor-

1 Rugged construction to assure you of years of constant operation . . .

2 Easy-maintenance features to minimize shutdowns for servicing . . .

tant economies and reduced "downtime."

Numerous sizes available from 5 H.P. up. Write for Bulletin 935 giving full details. Consult Vilter for reliable information on your refrigeration requirements. Address the nearest Vilter branch office, distributor, or: *The Vilter Manufacturing Company, Dept. K-18, Milwaukee, Wisconsin.*

Branch Offices and Distributors in Principal Cities

Vilter
Air Conditioning • Refrigeration

M-3

-----Tear out coupon and mail today-----

THE VILTER MANUFACTURING COMPANY

Dept. K-18, Milwaukee 7, Wisconsin

Please send Bulletin 935 on Vilter Vertical Ammonia Compressors.

Name.....

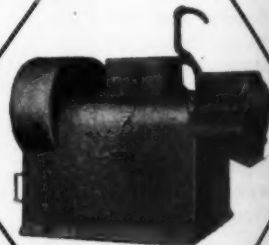
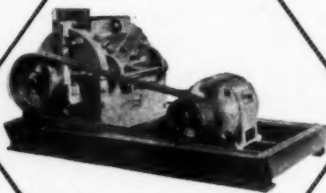
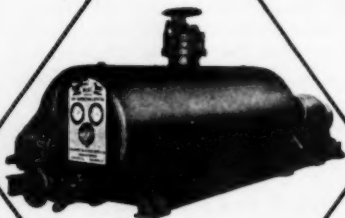
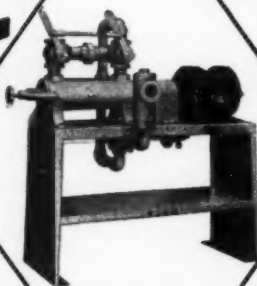
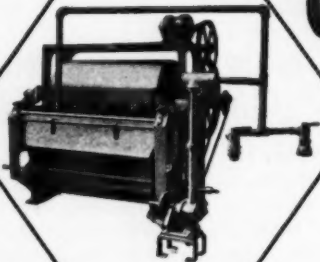
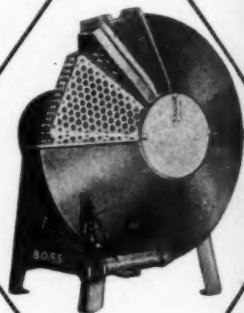
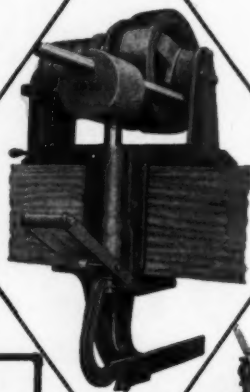
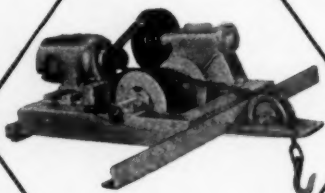
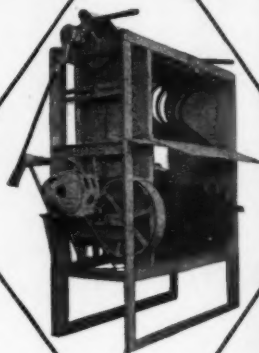
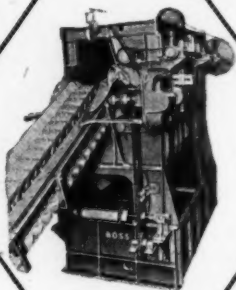
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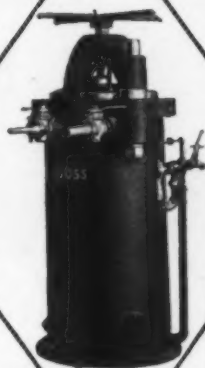
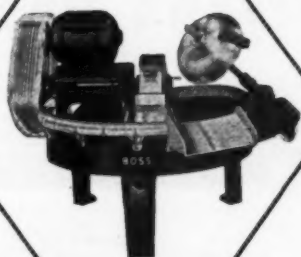
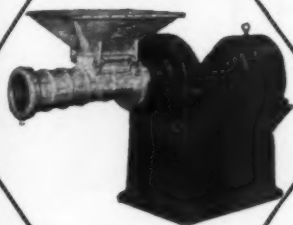
Company.....

Address.....

City..... (.....) State.....

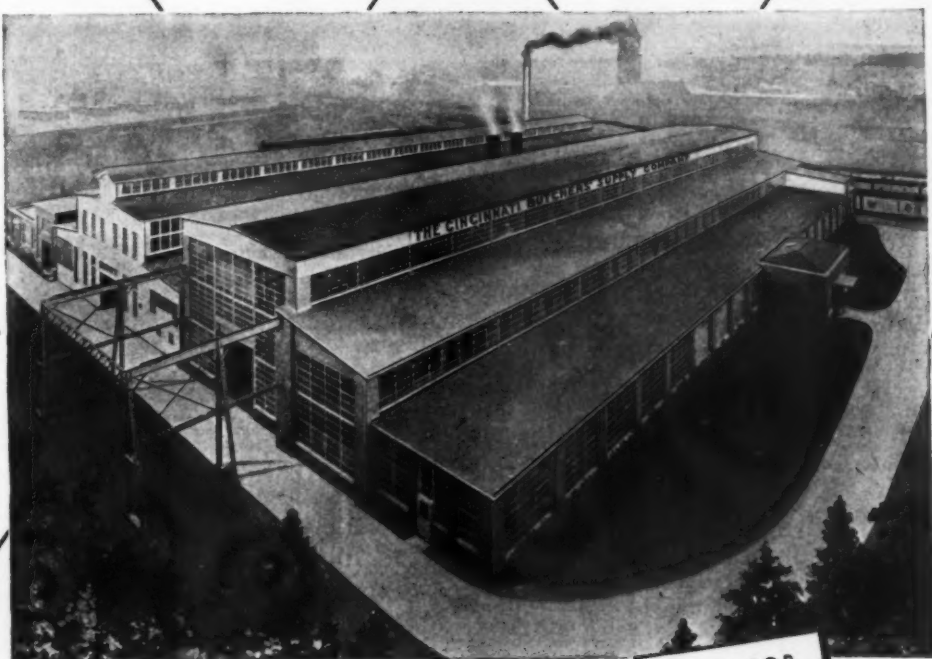
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Whether it be a hand tool or automatic power equipment, a pickle pump, needle or a Jumbo Dehairer . . . look first to Cincinnati for exclusive, time-tested features and Best Of Satisfactory Service.

"BUY BOSS"



THE

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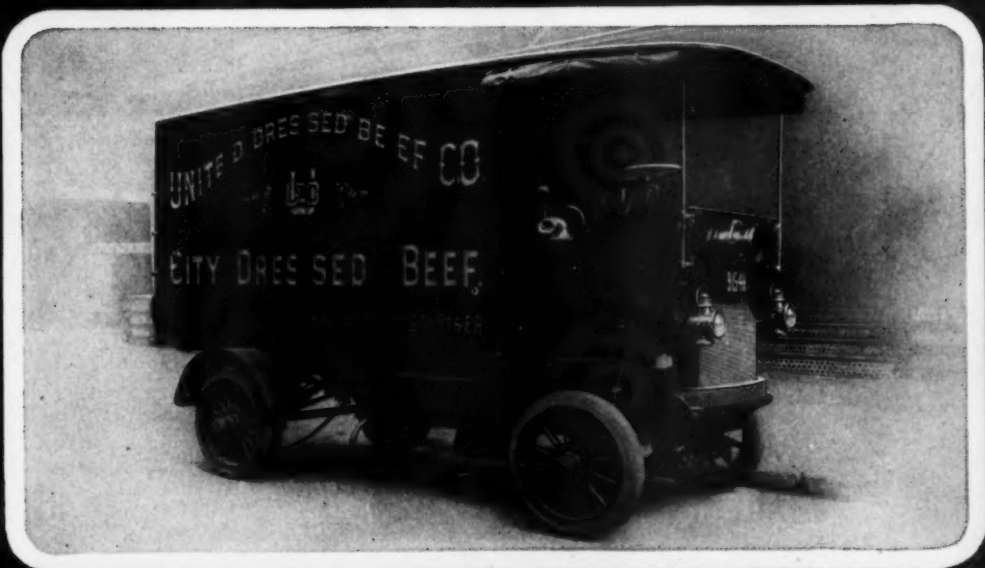
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Equipment for the Meat and Rendering Industries Since 1886
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824 W. Exchange Ave., Union Stock Yards, Chicago 9, Illinois.

WRITE FOR
DESCRIPTIVE
LITERATURE

WHAT YEAR WAS THIS?



THE Lincoln penny came out that year . . . and the hobble skirt. And the Hudson-Fulton Celebration opened in New York.

And it was the year the United Dressed Beef Company bought their first Mack Truck.

That was 1909, and the U. D. B. fleet has included Mack trucks ever since.

Significant, isn't it, that so many successful companies have used Mack Trucks for nearly half a century?

Significant—and perfectly natural. For the good judgment that builds good business is pretty sure to reach this conclusion about trucks: *Macks are the real workers.* Macks are the money savers, the money makers, the gilt-edge investment in trucks.

For confirmation, ask any Mack owner. For proof, get a Mack yourself.

★ BUY THAT VICTORY BOND TODAY ★

Mack Trucks, Inc., Empire State Building, New York 1, N. Y. Factories at Allentown, Pa.; Plainfield, N. J.; New Brunswick, N. J.; Long Island City, N. Y. Factory branches and dealers in all principal cities for service and parts.

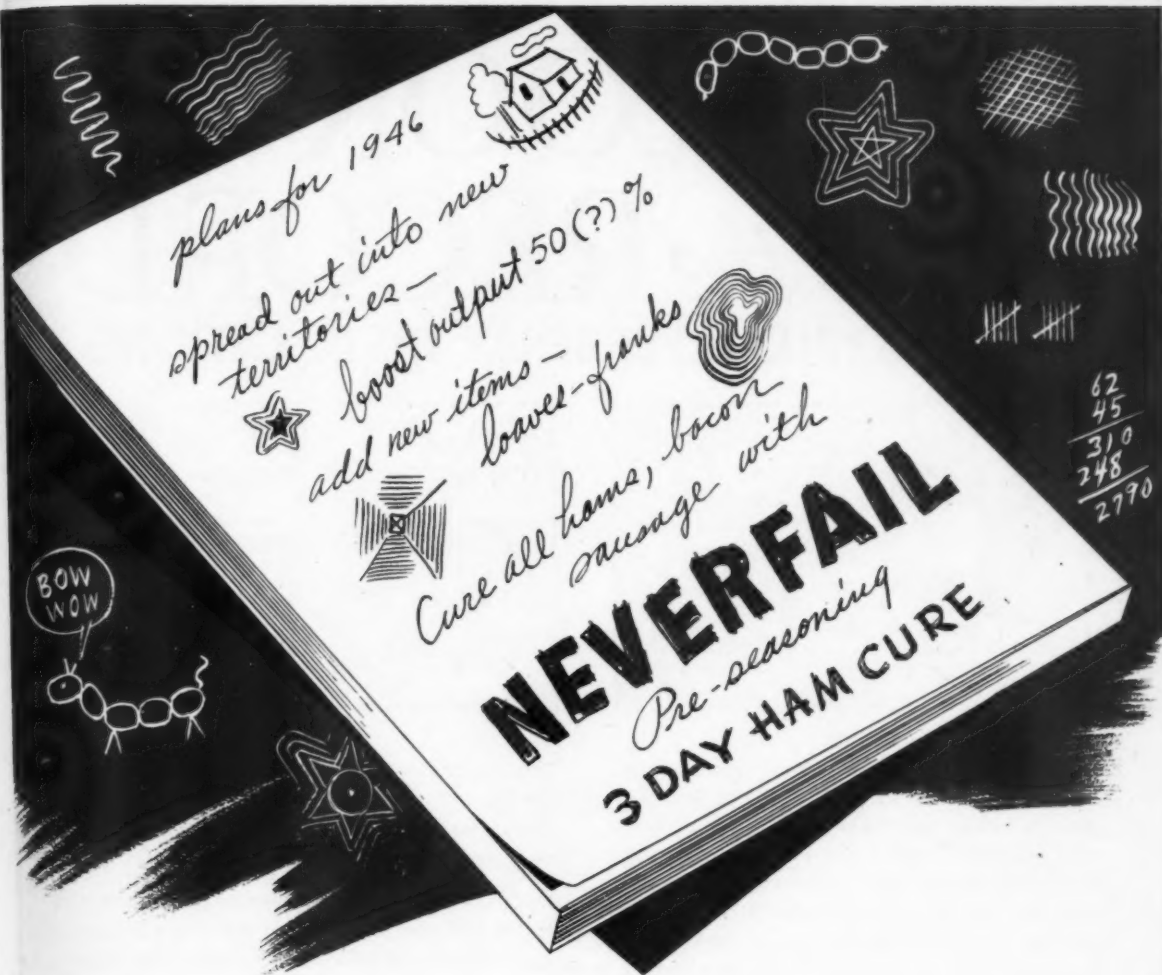


Mack
TRUCKS

FOR EVERY PURPOSE
ONE TON TO FORTY-FIVE TONS



Performance
Counts!



Turn your "DOODLES" INTO CASH . . . fast!

"The Man Who Knows"



"The Man You Know"

No doubt you've already made your plans for 1946 . . . plans to do big things! Now is the time to get set for fast action . . . to take quick advantage of rapidly changing conditions.

Look to Mayer for technical help . . . and for the curing and seasoning materials you'll need. Many years of experience have taught us how to make sausage and other meat specialties that will please your customers . . . wherever and whoever they are.

NEVERFAIL can help you achieve all sorts of production short-cuts which will get your products to market faster. At the same time, NEVERFAIL insures that mellow, full-bodied flavor, the attractive color and fine texture that win customer-demand for your brands. Write today for complete information.

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6819 S. Ashland Ave., Chicago-36, Ill.

Canadian Plant: Windsor, Ontario

LET'S LOOK *at the* RECORD OF TWO TYPICAL TENDERAY INSTALLATIONS.



Through five of the most difficult years in the history of the meat industry, Tenderay has consistently proved itself to be a most effective sales tool, enabling Kingan & Company, Indianapolis, Indiana, to secure a larger volume of business and numerous new important accounts.

As a result of the effectiveness of Tenderay in producing sales and profits, Kingan is planning for further Tenderay expansion.

Substantially the same story is reported from other Tenderay installations in all parts of the country.



The experience of the H. C. Bohack Company, Inc. Brooklyn, N. Y., adds still another convincing chapter to the amazing record of Tenderay performance.

One of the first large chain store organizations to install Tenderay in their own plant, the Bohack Company reports a steady increase in their meat business and in customer satisfaction. Bohack's progressive management credits Tenderay with playing an important part in their amazing growth during recent years.

The Tenderay process for Speed Aging Beef puts in the hands of progressive packers and chain store operators a new sales and merchandising tool that has produced amazing, substantial, and consistent sales increases in all parts of the country. Through its use, it makes available to chain stores and packers the equivalent of hung beef. Beef is delivered at the point of sale in its peak condition of tenderness and flavor. Get the facts from Westinghouse Tenderay engineers and you will include Tenderay as a must in your post-war planning.



WESTINGHOUSE
TENDERAY



QUALITY EQUIPMENT FOR THE MEAT INDUSTRY



EFFICIENT PORK CUTTING MACHINERY

THE ALLBRIGHT-NEIL CO.



DOLE *Vacuum* **COLD PLATES**

Maximum Refrigeration Efficiency

For
**Better TRUCK
and TRAILER**
refrigeration

Dole Hold-over Truck Plates protect perishable products in transit and deliver them in the same perfect condition they are in when leaving the plant.

Dole Plates are also invaluable in Fast Freezing and Storage Rooms.

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Catalog on Request*

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A CONDENSED HANDBOOK FOR THE ENGINEER AND LAYMAN • FIRST EDITION • 1945

EASTERN STAINLESS STEEL SHEETS



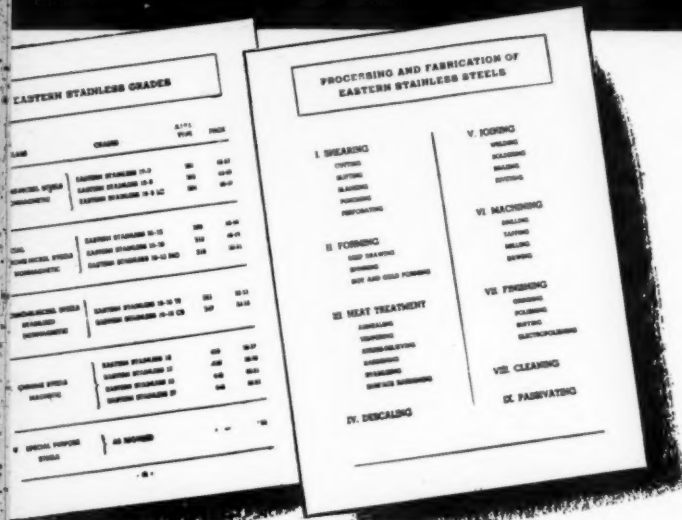
EASTERN STAINLESS STEEL SHEETS

EASTERN STAINLESS STEEL CORPORATION • BALTIMORE 3, MARYLAND, U.S.A.

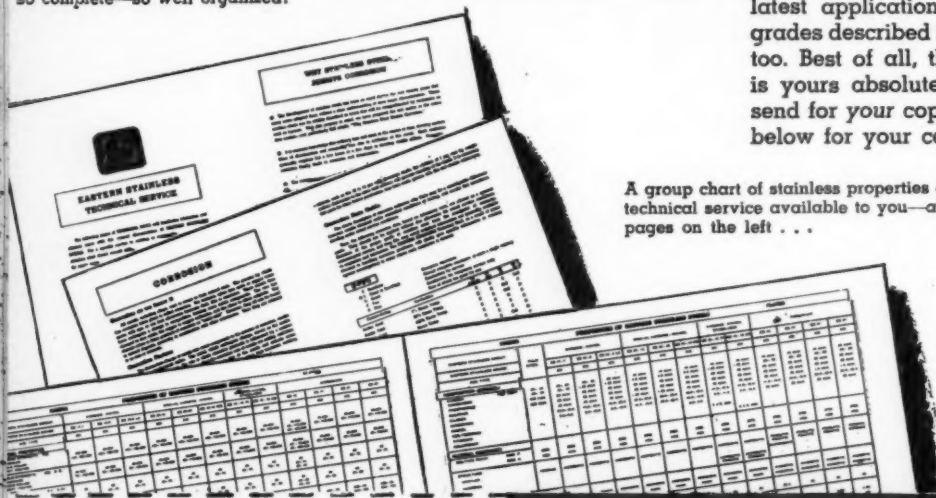
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NOW—THE NEW HANDBOOK BY EASTERN STAINLESS STEEL



These two sub-indices give you an idea of what it will be worth to you to have this book handy on your desk. Have you ever seen any compilation of facts on stainless so complete—so well organized?

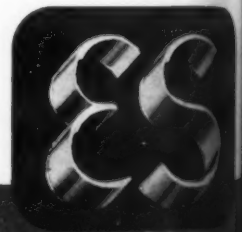


A group chart of stainless properties and notice of a valuable new technical service available to you—all in one book. A few sample pages on the left . . .

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TIME



Plastics for compact cases



Containers for take-out treats



Pails, all styles and sizes



And cans for luncheon meats

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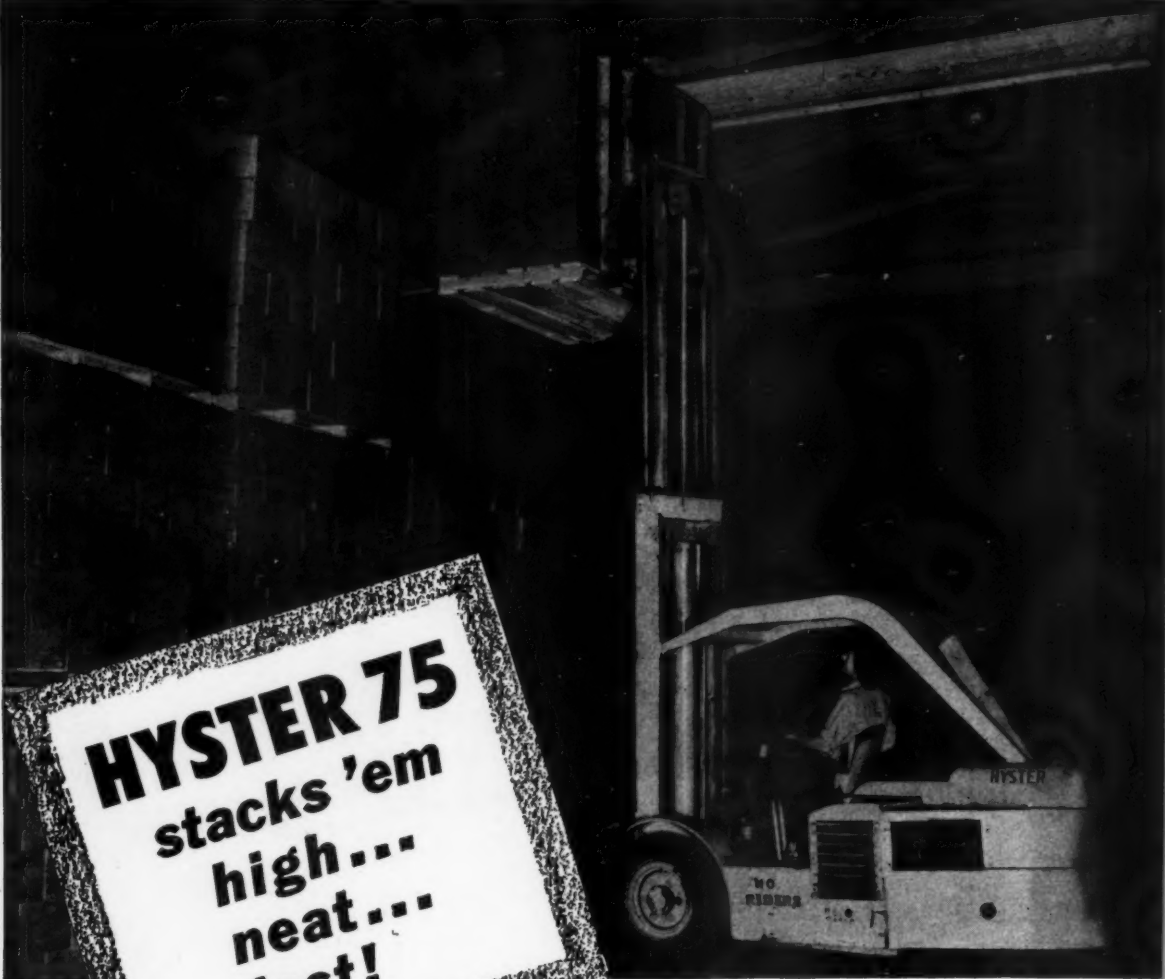
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Tune in "REPORT TO THE NATION," every week over CBS coast-to-coast network.



Another in the series of Continental's advertisements appearing in full color in leading national magazines—Time, Newsweek, U. S. News, Business Week, Fortune. Keep your eye on Continental and on Continental's trade-mark, too! The Triple-C stands for *one* company with *one* policy—to give you only the very best in quality and service.



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stacks 'em
high...
neat...
fast!

THE HYSTER "75" fork truck speeds products handling. In the illustration above, Hyster transports 144 cases a load—stacks neatly up to 10 feet high, thus utilizing full storage space. Using "75" is the modern way to prevent materials bottlenecks, maintain schedules, eliminate manual labor, cut handling costs.

This beautiful, streamlined fork truck, with comfortable driver's seat, operates as smoothly as a passenger car. Standard controls respond instantly for lifting, lowering, tiering of loads and for perfect driving. Trunnion steering permits maneuvering in close quarters.

Like all Hysters, the "75" has pneumatic tires for positive traction over any surface, indoors or out. The "75's" carrying-lifting capacity is 7500 lbs. Other Hyster models from 2000 to 15,000 lbs. capacity. Catalogs available. Write for yours today!



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★ Pioneer manufacturers of mobile materials handling machines: Fork Lift Trucks, Crane Trucks, Straddle Trucks. All gasoline powered; all pneumatic tire mounted.



SOLID FIBRE

Shipping Containers
are Tough and Rugged.
Our Regular grades
(also Vs Board) can be
shipped promptly. Send
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HUMMEL & DOWNING CO. *Milwaukee 1, Wis.*

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Another Good Thought

PASSED ALONG . . .

THE TIME WILL COME
WHEN WINTER WILL ASK,
"WHAT WERE YOU DOING
ALL SUMMER?"



SPECIALISTS IN PAPERS FOR THE

MEAT PACKING INDUSTRY

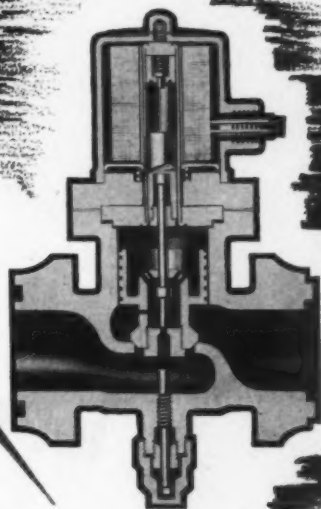


GENUINE VEGETABLE PARCHMENT
SPECIAL TREATED . . .
GREASEPROOF . . .
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PARCHMENT - KALAMAZOO 99 - MICH.
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"THE WORLD'S MODEL PAPER MILL"



ALCO SOLENOID VALVES AUTOMATICALLY RESPOND WITH LIGHTNING SPEED

7hey are electrically actuated by the temperature of the medium to be cooled and respond instantly. Therefore, Alco Solenoid Valves provide split-second flow control of refrigerants.

They are dependable under the most adverse conditions: heat, cold, moisture or fluctuating current. For complete data, send for our Solenoid Bulletin.



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ALCO SOLENOID VALVES

ALCO VALVE CO.

839 KINGSLAND AVE. • ST. LOUIS 5, MO.

**Did we get a chance to talk with you
at the A.M.I. meeting?**

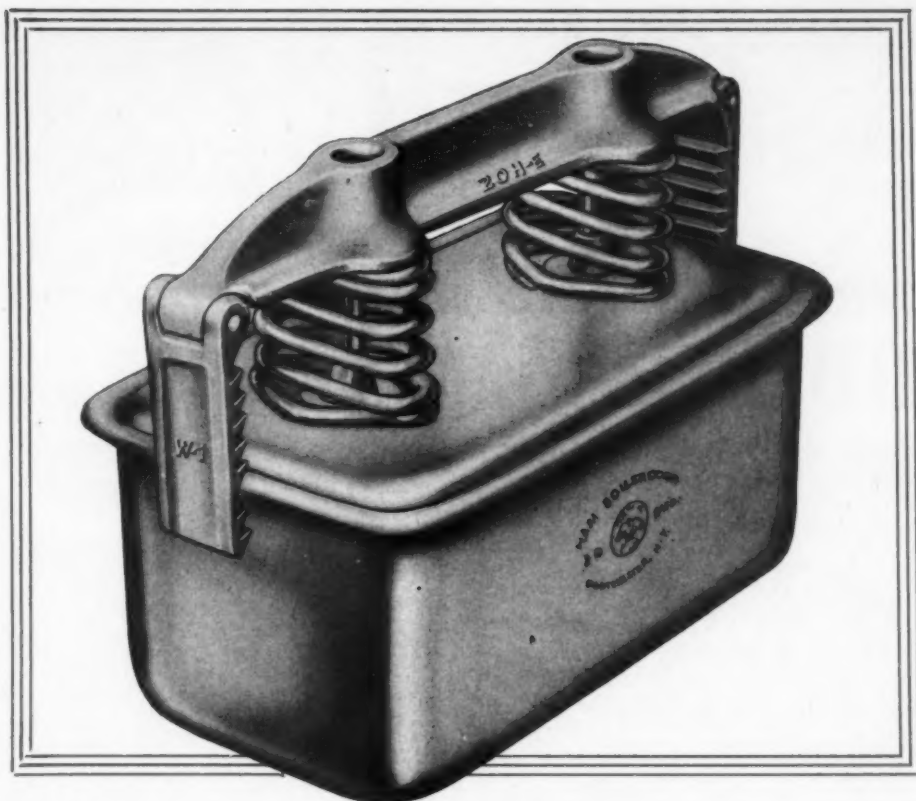
**...if not, won't you
let us tell you how
"DRY-ICE" can save
you money—deliver
your products in
better condition?**



PURE CARBONIC, INCORPORATED

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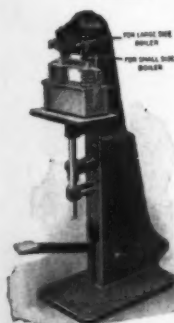


DESIGNED FOR **Better** HAMS



WASHER

Adelmann Ham Boilers have unusual and exclusive features, with demonstrated practical advantages. Elliptical springs, self-sealing and non-tilting cover, simplicity of operation, easy cleaning, and long life—all contribute their part toward successful results. Hams are firmly moulded, have full flavor, and appetizing appearance. Hams produced in Adelmann Ham Boilers really sell!



FOOT PRESS

Available in Cast Aluminum and Stainless Steel now, Tinned Steel a little later. Write for free booklet "The Modern Method".

HAM BOILER CORPORATION

Office and Factory, PORT CHESTER, N. Y.

ADELMANN — "The Kind Your Ham Makers Prefer"

MILK STORAGE ROOM

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Chocolate DIPPING

SAUSAGE COOLER

ICE CREAM HARDENING ROOM

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UNITED fits into your INSULATION plans

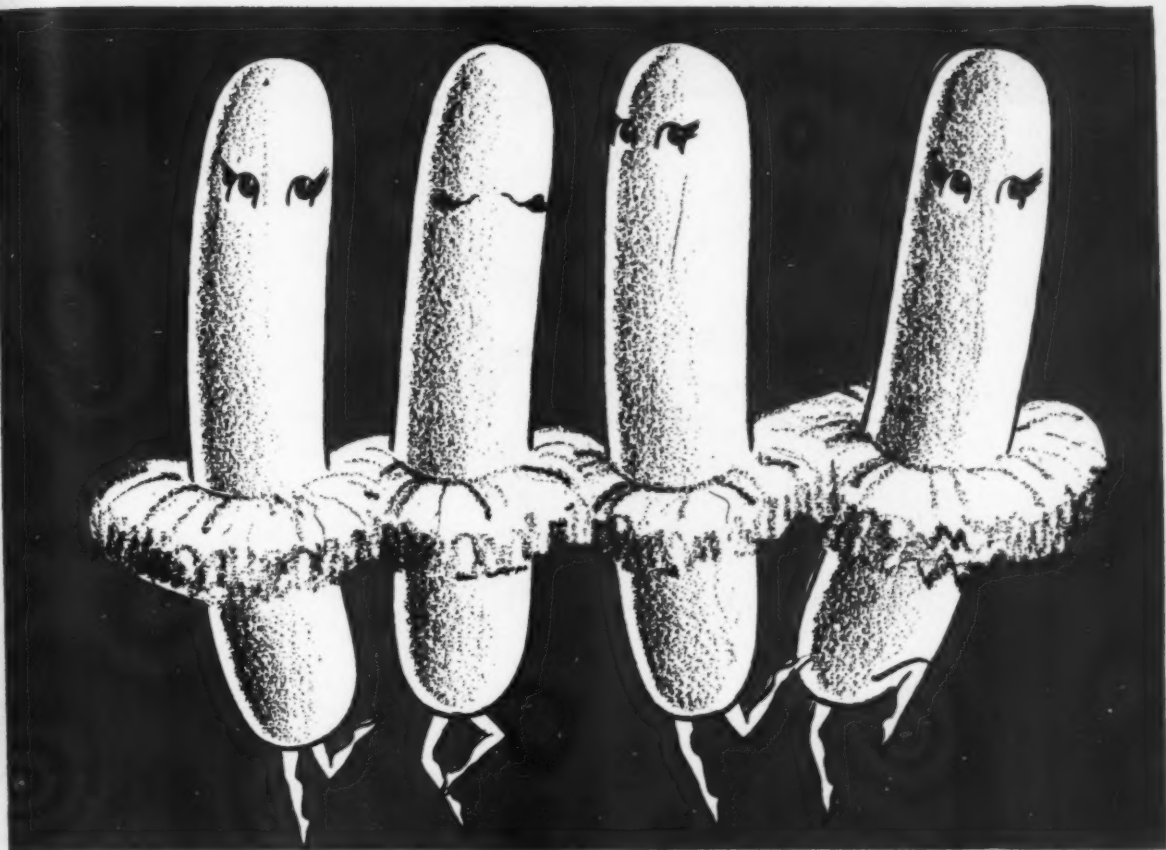
Because it meets tests required for modern refrigeration, UNITED'S B. B. (Block Baked) Cork-board is specified and used in installations everywhere. Manufactured by an exclusive, patented method of combined internal and external heating, every sheet provides the same high resistance to moisture under severe conditions. Maximum insulation efficiency with long-term economy are therefore assured.

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UNITED CORK COMPANIES
KEARNY, NEW JERSEY
Manufacturers and Erectors of Cork Insulation

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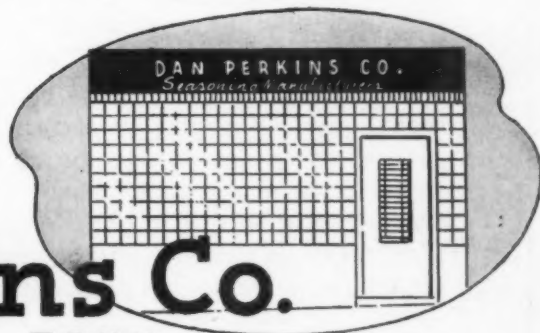
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IT TAKES THE ZESTY FLAVOR OF PERKINS SEASONING TO BRING MAXIMUM SALES. PERKINS HAS THE RIGHT SEASONING FOR EVERY PURPOSE OR CUSTOM BLENDED TO YOUR FORMULA. ASK PERKINS. WRITE FOR SAMPLES. AMERICA'S FINEST SEASONINGS.

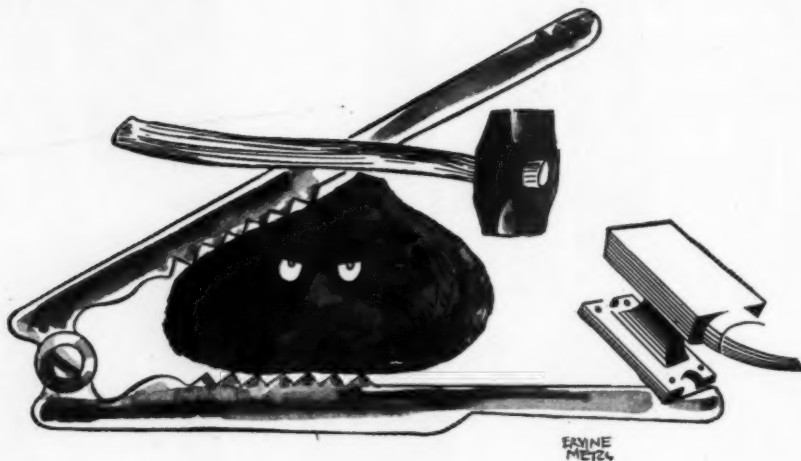


Dan Perkins Co.

MEMPHIS, TENN.

America's Finest Seasonings.

QUICK QUIZ:



Do you have a hard nut to crack?

Is the problem:

Prevention of "bone-sour" by rapid chilling?

Attaining superior appearance of meat products?

Speeding up production schedules with best cutting

condition for meats?

Holding shrink to a minimum in dressed meat coolers?

Preventing fog and condensation on the kill floor?

Reducing shrink in chill room?

EASY ANSWER:

TO BE SURE of the latest advancements, the newest improvements in temperature control, put your problems up to Carrier! Come to experienced specialists for the most efficient, most effective equipment in refrigeration, air conditioning and unit heating...Write **NOW** about your requirements — and our engineering staff will be glad to make recommendations.

Carrier Corporation, Syracuse, N.Y.



**AIR CONDITIONING • REFRIGERATION
INDUSTRIAL HEATING**



IBM frankfurter **BANDING MACHINE** tested and proven for construction, performance and economical production.

THIS radically new machine has been in constant operation for three war-time years in a large meat packing plant.

Designed to advance the merchandising of a heretofore generally unbranded commodity, this machine will herald a new conception of frankfurter promotion.

Created, built and soon to be distributed by the International Banding Machine Company, this new and proven method of product identification makes possible a realization of trade mark, a utilization of color, a dramatization of sales message never before made possible on an economical and mass production basis.

Your guarantee of construction and performance lies in International Banding Machine Company's 30 years' experience in serving the tobacco industry with automatic banding equipment.



IMPORTANT NOTE—

INTERNATIONAL BANDING MACHINE CO.
1013 GRAND ST., BROOKLYN 6, N.Y.

Without obligation, please send me further particulars on your Banding Machine.

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COMPANY.....

ADDRESS.....

CITY..... STATE.....

I'm only a little guy now, but I know a thing or two...



Dehairing with Brisgo saves time—saves money



You bet it does! Brisgo is popular everywhere!

And for good reason! It saves valuable processing time, helps get pork to our hungry lads on the war front *faster*. It gets rid of hair and bristles in a hurry—simplifies entire dehairing procedure... gives packers more No. 1 cuts, increases their profits!



OUT COMES EVERY ROOT AND HAIR!

Simple to use! Fast! Economical! Carcass is dipped in melted Brisgo... or Brisgo is brushed on. This gives hog a neat plastic union-suit fastened securely to every bristle. Next, this is peeled away and there's your hog—clean as a whistle! Note: Brisgo may be reclaimed and re-used.





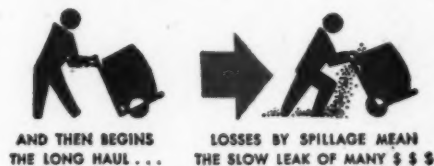
THIS LITTLE PIG
WANTS TO MARKET...

BRISGO

MADE BY
HERCULES POWDER COMPANY
INCORPORATED
610 MARKET STREET, WILMINGTON 99, DELAWARE

DOES THIS WASTE OF MAN-HOURS EAT UP THE PROFITS IN YOUR PLANT?

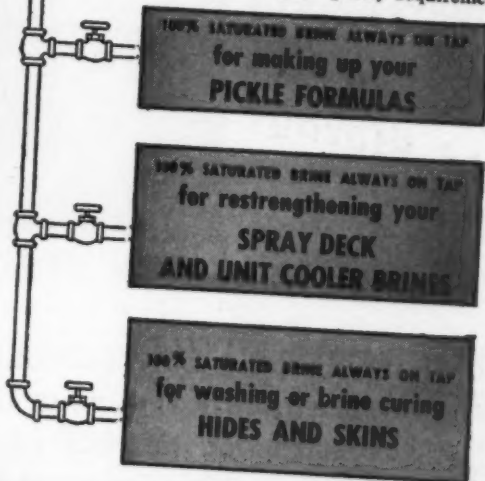
Follow this worker and count the steps wasted



AUTOMATIC FREE-FLOWING BRINE SAVES WASTE!



Look at these advantages the Lixator brings you.
100% saturated, free-flowing brine of crystal clarity!
Economy in its gravity flow . . . in its mechanical
perfection . . . in savings up to 20% . . . and in its
utilization of economical Sterling Rock Salt! And
remember—Lixate brine exceeds the most exacting
chemical and bacteriological purity requirements.



The **LIXATE** *Process*
for making brine

INTERNATIONAL SALT COMPANY, INC.
Scranton, Pa.



A "MUST" IN HELPING YOU CUT COSTS—
THIS FREE BOOKLET! The Lixate process
for making brine is explained in fullest detail,
simply and comprehensively, in this
36-page, fully illustrated booklet. It's studied
with helpful diagrams, formulas, brine
tables and illustrations of Lixator installations
to meet many different specifications
and requirements. There's a copy for you—
without charge, and of course without obligation.
Write today!

International Salt Company, Inc.
Dept. NP-11, Scranton, Pa.

- ☐ Send free copy of "The Lixate Process for Making Brine"
- ☐ Have your field engineer call

Name _____

Firm _____

City _____

State _____



"Something
NEW
Has Been
Added"

This startling
new improve-
ment in track
port operators
is typical of
Jamison's post-
war contribu-
tions to the
Cold Storage
Industry.



JAMISON "ADJUSTOFLEX" TRACK PORT OPERATOR, with COMPENSATOR
(Pat. App. For)

ACTION POSITIVE—but FLEXIBLE
as well—track port gasket wear or
any other obstruction to track port
closing causes no strain on mecha-
nism when fully
closing entrance
door.

THIS "ADJUSTOFLEX" OPERATOR
with COMPENSATOR is now stand-
ard on all Jamison Track Port Doors.
Also available for replacement, com-
plete with track port
door and easy instal-
lation instructions.



SEND FOR BULLETIN 250—illustrating this improved track port operator.

JAMISON COLD STORAGE DOOR CO.

JAMISON, STEVENSON & VICTOR DOORS

BRANCHES IN
PRINCIPAL CITIES

HAGERSTOWN, MD., U. S. A.



How a Piece of STEEL and a Little TIN BANISH HANDLING HEADACHES

● Lift 'em ... tote 'em ... stack 'em! Cans make your meat products easy to handle.

On busy grocery shelves and counters, compact steel-and-tin containers... which are more than 98% steel, less than 2% tin... can be easily and safely stored and effectively displayed. What's more, meat products packed in cans satisfy customers because trouble-free cans are safe to handle... easily dis-

5 Reasons Why Better Packaging Plans Call for Meat Products Packed in Cans

1. Cans seal out light, air and moisture.
2. Don't break, split or tear.
3. Are economical to ship...require no special handling or packing.
4. Cans display attractively.
5. Labels can be lithographed permanently on cans.

posed of. And sturdy steel-and-tin cans protect meat against the harmful effects of light, air and moisture.

From packer to consumer, cans provide *economical* handling because they cut down loss due to breakage... speed up automatic packaging operations... require no special handling or packing to guard your meat products against ever-present shipping hazards.

For all-round easy and safe handling of meat products, plan now to use steel-and-tin cans... when cans are again available for unlimited civilian use.

Preparing the Public To Demand Cans Again

Across America this month, more than 34,000,000 full-color, full-page ads are re-emphasizing to shoppers the advantages of using merchandise packed in cans. Watch for these ads in *Life*, *Look*, *American Home*, *McCall's*, *Good Housekeeping*, *Better Homes & Gardens*, *Woman's Day*, *Parents' Magazine* and in the magazine sections of 44 Sunday newspapers.

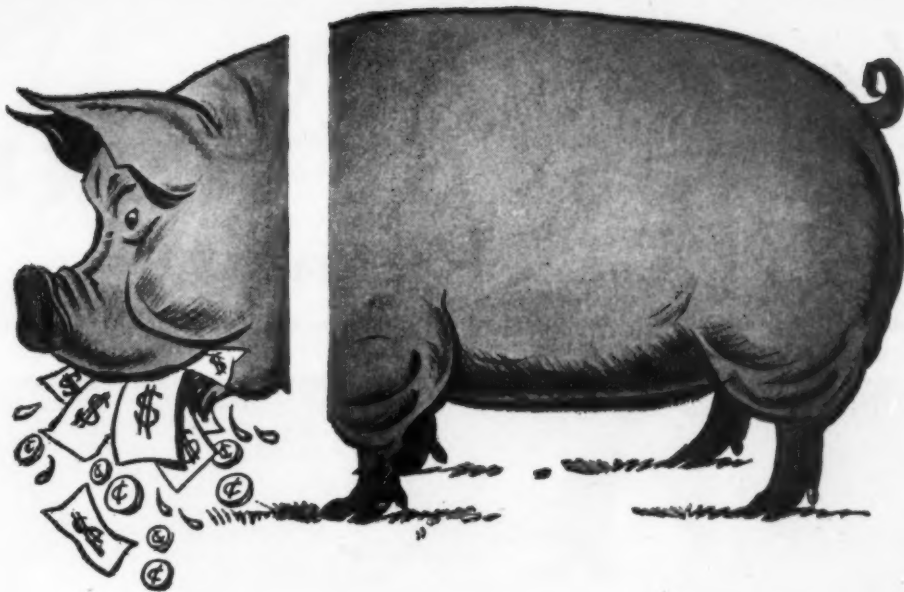


It's more than 98% steel,
less than 2% tin



CAN MANUFACTURERS INSTITUTE, INC., NEW YORK

LABORATORY CONTROLLED
 EVEN STEP OF THE WAY...
 DEHYDRATION PLANT: GILROY, CALIF.
 MAIN OFFICE & PLANT: LOS ANGELES, CALIF.
 WAREHOUSE STOCKS: NEW YORK, CHICAGO, KANSAS CITY, HOUSTON
C.B. GENTRY Co.
 837 N. SPRING ST. SINCE 1910 LOS ANGELES 12, CALIF.



Got a Compressor that's eatin' its head off?

Is the compressor in your refrigerator system a pig when it comes to power consumption? Is it a glutton for operating attention and maintenance.

Then, the chances are that you're saddled with a profit-eating, space hog . . . an old-fashioned box-car size condenser-compressor!

The next time it quits, *get out from under!*

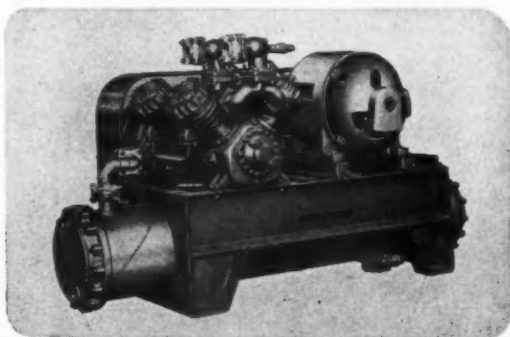
Don't just replace . . . *modernize!* Install a modern, compact G-E Condensing Unit . . . utilizing "Freon" refrigerant.

You'll save on space, power, operating labor and maintenance!

For replacement equipment . . . additional capacity needs . . . or new plant construction . . . cash-in on the benefits of skilled G-E engineering plus "Freon" by installing G-E Condensing Units!

* * *

Write for details today. *General Electric Company, Air Conditioning Department, Section 58211, Bloomfield, N. J.*



G-E Condensing Units are completely "packaged" industrial refrigeration units . . . motor, compressor, and condenser. They're easy to install. Designed and built for heavy duty. Automatic controls eliminate excessive operating attention. And efficiency in operation coupled with *compactness of design* enable the larger units, for instance, to produce a ton of cooling capacity for each square foot of floor space.

BUY . . . and hold . . . VICTORY BONDS

GENERAL ELECTRIC

Automatic TY SAUSAGE LINKER

— Portable —

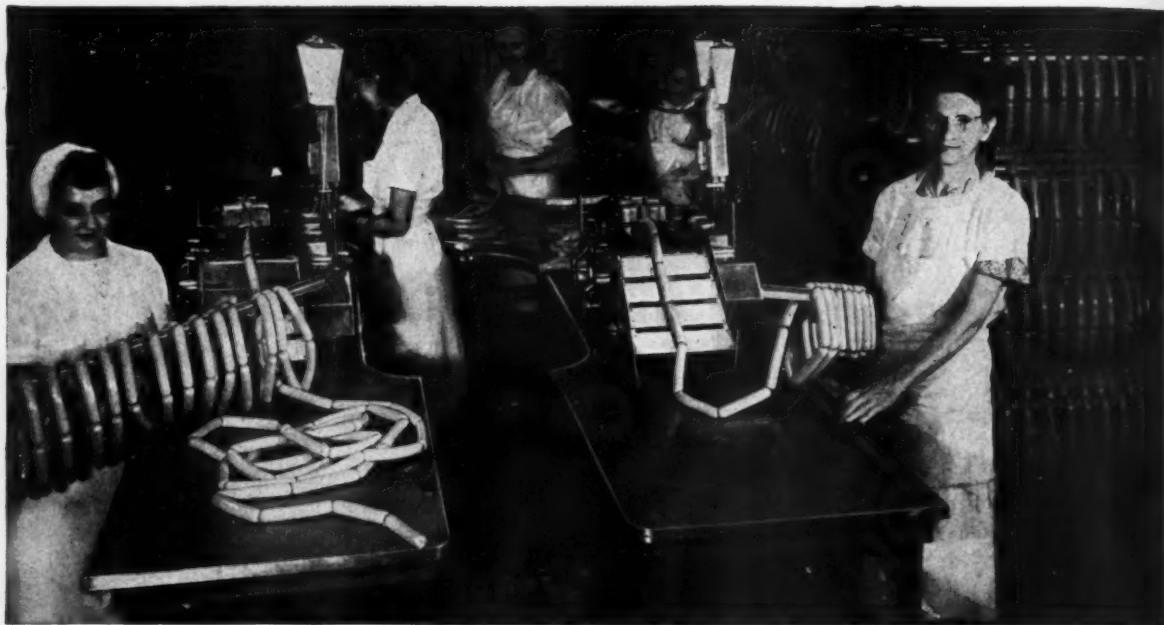
WEIGHT: 210 lbs. complete

DIMENSIONS:

Length 36"

Width 20"

Height 31"



*— Over
1000
Ty - Linkers
in Use —*

Features:

- Man Hour and Space Saving
- Automatic Feeding
- Uniformity of Size
- Use of Unskilled Operators
- Just Connect with Light Socket
- Capacity of 114 Links Per Minute
- Any Length $3\frac{1}{2}$ " to $6\frac{1}{4}$ "
- Any Diameter up to 35 mm

LINKER MACHINES, Inc.

39 DIVISION STREET
NEWARK 2, NEW JERSEY

Now!

... more than ever
your product should be
PACKAGED

with

Sales Appeal

LET *Traver* SPECIALISTS
ANALYZE YOUR PACKAGING
WITHOUT OBLIGATION!



- Traver engineers—technicians—sales minded designers—combine every phase of packaging know-how—proper protection of product, identification, and above all, sales-punch design! Send us your present package—and we will analyze it, give you our recommendations—with no obligations on your part!



PACKAGING THAT SELLS!

Converters of CELLOPHANE—GLASSINE, FOILS, PROTECTIVE PAPERS
Manufacturers of LOXTITE partitions

358-368 West Ontario Street, Chicago 10, Illinois
122 East 42nd Street, New York City, New York

This Idea Boomed Sales!

One hour after placement in stores, a newly designed cellophane wrap gave a product sales preference over competition on the market for 30 years, and in some cases, leadership in its field within 30 days!

MAIL COUPON NOW!

TO TRAVER CORPORATION, Dept. NP 11-45
358 W. Ontario Street, Chicago 10, Ill.

Without obligation, we would like counsel from your packaging engineers and designers. We enclose our present package (or) description of new product is attached.

Signed _____

Company _____

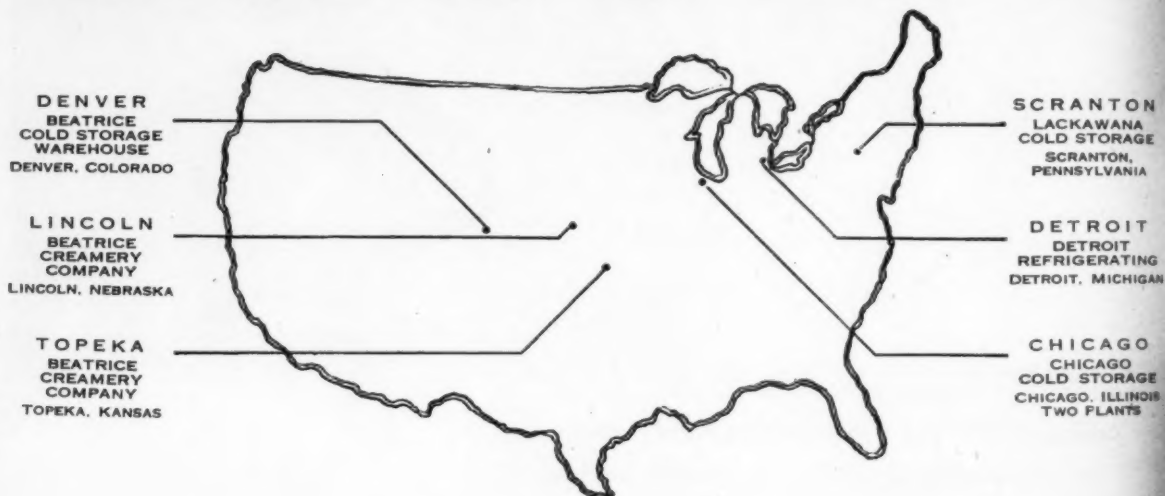
Street _____

City _____

State _____

COLD *Affiliated Refrigerated Warehouses* **STORAGE** *FOR*

MEAT • CHEESE • BUTTER • EGGS • POULTRY • FROZEN FOODS



Strategic Locations for the Meat Packing Industry

With our modern and complete storage facilities and forty years' experience in the cold storage business—you are assured of the most dependable and efficient handling of your commodities.

Proper Storage Facilities for all types of foods

The location of our plants in the important market areas gives you a definite sales advantage.

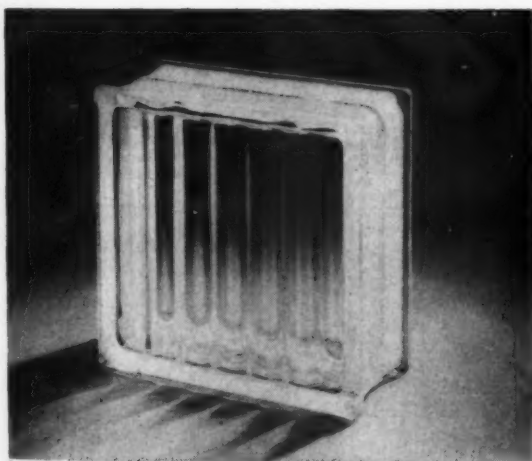
BEATRICE CREAMERY COMPANY

MEETING MODERN STANDARDS

WITH *PC Glass Blocks*



IN THIS DAIRY LABORATORY absolute cleanliness is imperative. Temperature and humidity must be maintained at desired levels. Yet an ample supply of natural light is required for this precision work. The owners found that one unique building material would help solve all these problems. That is why they installed PC Glass Blocks in large lighting panels.



THE NEW ARGUS PATTERN—Especially designed for high light transmission, good light diffusion when laid with flutes either vertical or horizontal. Has smooth outside faces—parallel, identical interior flutes. With easily cleanable smooth faces, this conventional pattern is designed for both decorative and utilitarian use.

IF YOU are concerned with plant construction and modernization, let us remind you that PC Glass Blocks are attractive and practical. Furthermore, that there are many ways in which PC Glass Block construction serves and saves in new and modernized food processing plants.

PC Glass Blocks distribute generous floods of daylight over wide areas. Insulating properties lessen heat losses through lighting areas, help maintain temperature and humidity levels, ease the load of air-conditioning and heating equipment. Infiltration of chilling drafts, gritty dust, is prevented because PC Glass Blocks are an integral part of the wall. They exclude unpleasant sights, dampen disturbing sounds.

Glass surfaces are sanitary, are quickly and easily kept immaculately clean. PC Glass Blocks do not break readily, rarely if ever need repair or maintenance.

In planning new construction and modernization you can insure added beauty, sanitation and economy by using PC Glass Blocks. Pittsburgh Corning Corporation, Room 780, 632 Duquesne Way, Pittsburgh 22, Pennsylvania.



ALSO MAKERS OF
PC FOAMGLAS

GLASS BLOCKS

Distributed by

PITTSBURGH PLATE GLASS COMPANY

and by W. P. Fuller & Co. on the Pacific Coast

PITTSBURGH CORNING CORPORATION
632 DUQUESNE WAY, PITTSBURGH 22, PA.

ONE OF THE NATION'S
LARGEST SHIPPING
MARKETS



ONE OF THE NATION'S
LARGEST MARKETS IN
TOTAL RECEIPTS

St. Louis National Stock Yards

offer these advantages:

Location—The gateway from the west to the east . . . located at the front door of the Corn Belt.

Railroad Service—Fast, dependable trains leave St. Louis National Stock Yards daily for all points in the east, north, south and southeast. These trains are scheduled to run to Chicago, Detroit, Buffalo, Cleveland and Pittsburgh without feed! New York and other seaboard points with but one feed. Trains to south and southeast, one feed and less. Fast train service to Pacific coast.

Order Buyers—We have a large number of skilled order buyers purchasing all classes of livestock on orders. These order buyers are all registered with the government and are bonded.

Government Supervised—The St. Louis National Stock Yards are under the U.S. Packers and Stock Yards Act. All buying and selling is under the supervision of government agencies, and the highest ethical trading practices are in effect. All scales are regularly tested under government supervision.

According to government figures, this market shows a low percentage of losses due to condemned stock.

You'll profit by buying at this convenient market. Come in yourself or place your orders with one of our many order buyers.

A full-time inspector polices the yards to prevent bruising of stock.

CALVES

One of the Largest Calf Markets in the U. S. . . desirable weights, top quality.

CATTLE

Exceptionally Wide Selection of Native and Western Beeves.

HOGS

Desirable Weights and Quality to meet your specific needs.

SHEEP

Our Native and Western Lambs have proven most satisfactory to the trade.

The huge selection of all classes of livestock permits buyers to obtain just the kind and number of head of stock they desire without the necessity of filling out loads with several head of the kind they do not want.

ST. LOUIS NATIONAL STOCK YARDS COMPANY
NATIONAL STOCK YARDS, ILLINOIS

CONGRATULATIONS



ON YOUR FINE WORK



Abraham Bros. Packing Co.

Agar Pkg. & Provision Corp.

Armour and Company

H. C. Bohack Company, Inc.

C. J. Bowers, Inc.

The P. Brennan Company

H. F. Busch Company

Cleveland Provision Company

Cornelius Packing Company

The Cudahy Packing Company

The Danahy Packing Co.

Deerfoot Farms Company

Detroit Packing Company

Du Quoin Packing Co.

East Tennessee Packing Co.

Emge & Sons

Essem Packing Co., Inc.

John J. Felin & Co., Inc.

Fried & Reineman Packing Co.

Adolf Gobel, Inc.

Gold Medal Packing Corp.

Guggenheim Packing Company

Hammond-Standish & Co.

Hately Brothers Company

J. S. Hoffman Co.

Chas. Hollenbach, Inc.

Geo. A. Hormel & Co.

Hughes-Curry Packing Co., Inc.

Hunter Packing Company

Hygrade Food Products Corp.

Gus Juengling and Son

The E. Kahn's Sons Co.

H. H. Keim Co.

Kingan & Co.

Edward Kohn Company

Krey Packing Co.

Little Rock Packing Company

The Henry Lohrey Company

Martin Packing Co.

Oscar Mayer & Co.

The H. H. Meyer Packing Co.

Miller & Hart, Inc.

John Morrell & Co.

New York Meat Packing Co., Inc.

Omaha Packing Co.

Philadelphia Boneless Beef Co.

Rath Packing Co.

Ready Foods Canning Corp.

Reliable Packing Company

Republic Food Products Co.

The Rittman Packing Co.

Roberts and Oake, Inc.

Royal Packing Company

The Wm. Schludenberg-T. J. Kurlle Co.

The Schmidt Provision Co.

Stahl-Meyer, Inc.

Superior Packing Company

Swift & Company

Tobin Packing Company, Inc.

Tovrea Packing Company, Inc.

Tranz, Inc.

F. G. Vogt & Sons, Inc.

Weiland Packing Co.

Wilmington Provision Co.

Wilson & Company

SEE ADVERTISERS' INDEX FOR LOCATION OF EACH PACKERS' MESSAGE

QUALITY MEAT PRODUCTS SINCE 1860



Busch's

FAMOUS SAUSAGE

H. F. BUSCH CO.

CINCINNATI, OHIO

AGAR'S

ORELWOOD BRAND

CANNED MEATS

SMOKED MEATS

"Depend on Quality"



AGAR PACKING & PROVISION CORP.

U. S. YARDS

CHICAGO 9, ILL.

Tobin **QUALITY MEATS**

SMOKED MEATS

FRESH PORK

SAUSAGE

VACUUM COOKED MEATS

Tobin **PACKING CO., INC.**
General Offices: Rochester, N. Y.

ROCHESTER, N. Y.

ALBANY, N. Y.

PACKING PLANTS AT
FORT DODGE, IOWA

ESTHERVILLE, IOWA

Krey's

SUPERIORITY!

Produces fast selling, profitable products with an established reputation for quality, it will pay you to investigate

KREY PACKING COMPANY

ST. LOUIS, MO.

Shippers of

"COOKED"
READY TO EAT
"TENDERATED"
HAM



BEEF, VEAL, LAMB, PORK, PROVISIONS & SAUSAGE

EMGE AND SONS

PACKERS AND CANNERS

OF

FAIRVIEW FARM BRAND

MEAT PRODUCTS

FORT BRANCH, INDIANA



*Presenting the
case for quality*

Just as a watchmaker takes infinite pains to use watch cases worthy of holding and protecting the precious "works" of his manufacture, so does the farsighted sausage-maker look for protection in casings. In Wilson's Natural Casings, he can be sure of unquestioned *quality*—quality on the outside to protect, rigidly, the quality of the good product on the inside. Thorough cleansing and uniformity of selection make Wilson's Natural Casings "naturally best" for the finest quality sausage.

GENERAL OFFICES



CHICAGO 9, ILL.

In every way sausage is best in
WILSON'S NATURAL CASINGS



**Fresh
Pork Cuts**

Reliable Packing Co.

1440 W. 47th Street U. S. Yards

CHICAGO, 9 ILLINOIS

DRESSED HOGS • SMOKED MEATS • LARD • CANNED MEATS

**Deerfoot
Farm
Sausage**

DEERFOOT FARMS
READY-TO-EAT
HAMS



A Complete Line of Smoked
Meats and Ready-to-Serve
Meat Products.



SINCE 1847

**Deerfoot Farms
Company**
Southborough, Mass.

Wholesale Distributors of
CANNED MEATS

★
FROZEN OFFAL PRODUCTS

**WHAT HAVE YOU
TO SELL?**

•
NO QUANTITY TOO LARGE
OR TOO SMALL

Import and Export Trade Solicited

**M A R T I N
PACKING CO.**

127 BELMONT AVE. NEWARK 3, N. J.

YOUR FUTURE IN THE

Meat INDUSTRY

THE past three years took meat from millions of tables, put millions of people into meat lines, brought millions of words advising Americans to make less meat go further. This has increased the *desire* for meat, but also brought other foods prominently into the public's consciousness.

This presents both a problem and an opportunity.

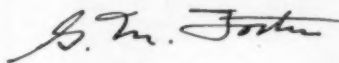
The problem is obvious: to replace meat substitutes. The opportunity lies in the public's heightened interest in meat, emphasized by war-time shortages.

The meat industry can take advantage of this interest the moment conditions permit . . . through aggressive selling that will restore meat to its dominant place on the American table.

The current national advertising of the American Meat Institute is an excellent example of what can be done. But we can't expect the Institute to carry the whole load.

To help us all insure a sound future, each and every meat packer must do his share.

We of John Morrell & Co. are confident that meat will reach new heights of popularity . . . and we are pledged to do our part to encourage that result.



President



JOHN MORRELL & CO.

General Offices: OTTUMWA, IOWA

Established in England in 1827 • In America since 1865 • Packing Plants: Ottumwa, Iowa; Topeka, Kansas; Sioux Falls, S. D.

ROBERTS AND OAKE, INC.

Meat Packers

*Achievement "A" Award For Meritorious
Service in Processing of Meat Products*

Producers of the famous



brand Pork Products

CHICAGO, ILL.

MADISON, SO. DAK.

HONEY BRAND
Hams - Bacon
Dried Beef

HYGRADE'S
Beef - Veal
Lamb - Pork

HYGRADE'S
Frankfurters in
Natural Casings

HYGRADE'S
Original West
Virginia Cured Ham
Ready to Serve

HYGRADE'S
Famous
Corned Beef
and Tongues

QUALITY
HYGRADE
DOMINATES

CONSULT US
BEFORE BUYING
OR SELLING

EXECUTIVE OFFICES
HYGRADE FOOD PRODUCTS CORP.

30 Church Street, New York, N. Y.

KINGAN'S RELIABLE

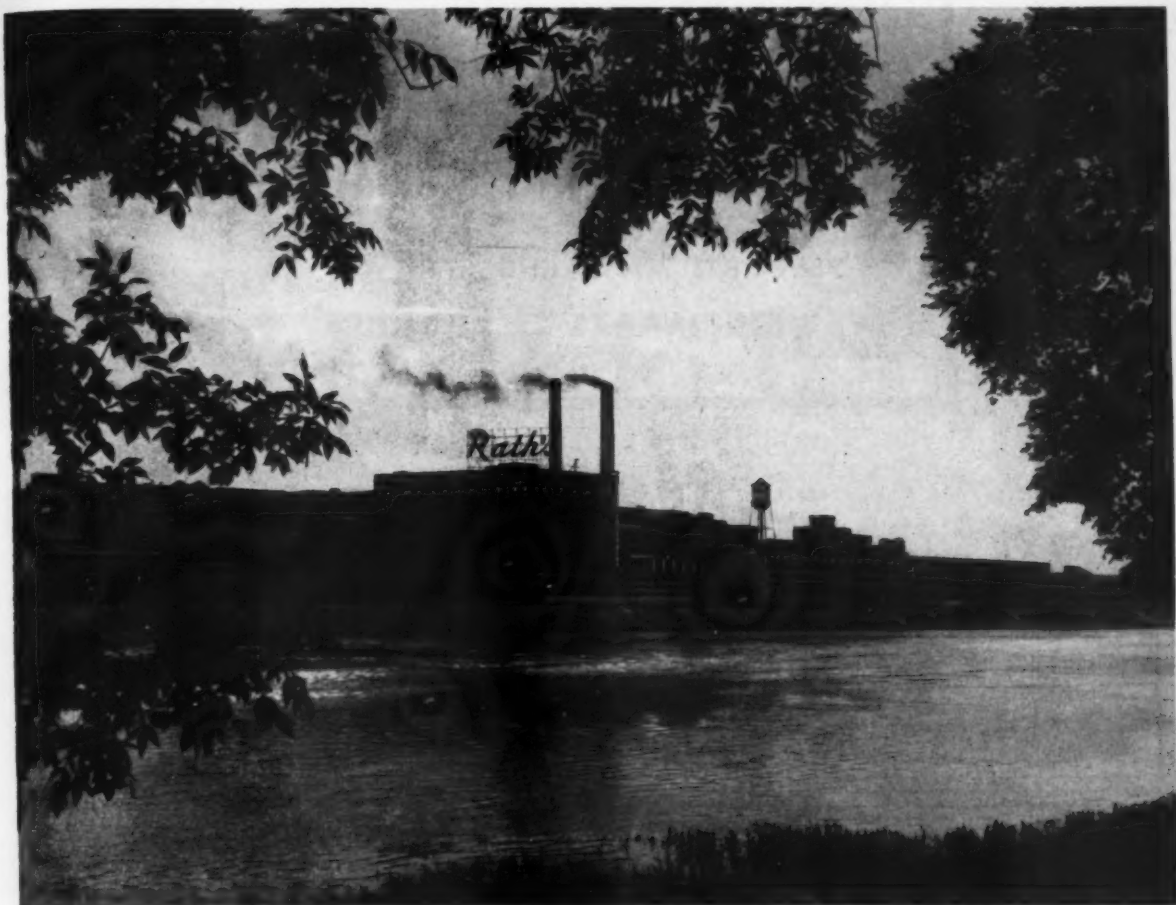


FINE MEATS

KINGAN & COMPANY

General Offices
INDIANAPOLIS ★ INDIANA

PURVEYORS • OF • FINE • MEATS • SINCE • 1845



Rath's—from the Land O'Corn

The Rath Packing Plant is located right in the heart of an island of tassel-topped stalks that bear golden ears of corn. Here modern buildings house the most efficient equipment and an organization of able and experienced meat processors. This expert handling accounts for the reputation and preference of Rath's Black Hawk Ham, Bacon and a score of other Black Hawk products, Vacuum Cooked Meats, Beef, Veal and Lamb.

THE RATH PACKING CO.
WATERLOO, IOWA

**PORK
BEEF
VEAL
LAMB
PROVISIONS
VACUUM-COOKED
MEATS**

REFINERS AND EXPORTERS
of
Rath's CEDAR VALLEY LARD

GUS JUENGLING and SON

2869-2871 MASSACHUSETTS AVE.

CINCINNATI 25, OHIO

*"For the Best Eats
Eat Our Meats"*

Wholesale Meats

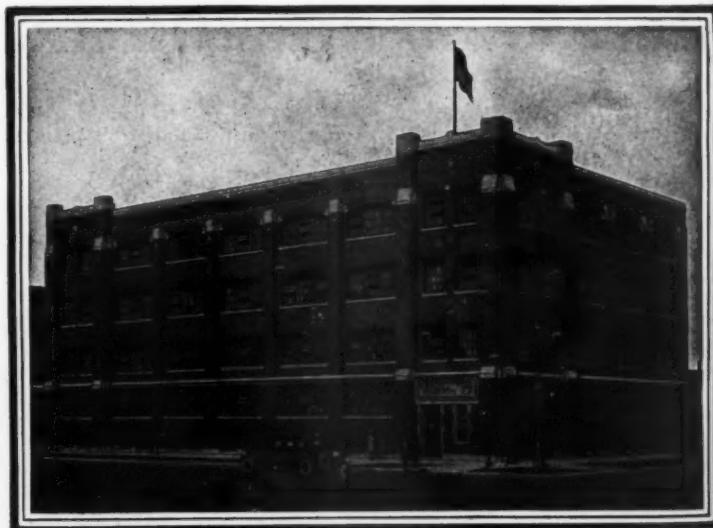
BEEF - VEAL - LAMB

U. S. GOVERNMENT INSPECTED AND GRADED

RED SEAL Prepared Meats in Tin and Glass

RED SEAL Trade Winners

Corned Beef
Corned Beef Hash
Roast Beef
Sliced Dried Beef
Pickled Pigs Feet
Pickled Pigs Feet Cutlets
Sandwich Spread
Vienna Sausage
Ox Tongue
Tripe
Breakfast Sausage
Hamburger Steak and Onions
Veal Loaf
Potted Meats
Chili Con Carne
Cooked Brains
Lunch Tongue



"Our Home Where Quality Rules"

REPUBLIC FOOD PRODUCTS CO., 47th and Christiana Ave., Chicago 32

MILLER & HART

*Berkshire
Brand*

PORK PRODUCTS

QUALITY PORK PRODUCTS

SINCE EIGHTEEN EIGHTY-FOUR



UNION STOCK YARDS

CHICAGO, ILLINOIS

The National Provisioner—November 10, 1945

Page 69

THE P. BRENNAN COMPANY

PORK PACKERS

UNION STOCKYARDS • CHICAGO, ILLINOIS

ROYAL PACKING CO.

1719 N. VANDEVENTER AVE.
ST. LOUIS 13 • MISSOURI

★

ROYAL TREAT BRAND

★

SHIPPERS OF
STRAIGHT and MIXED CARS of
BEEF, VEAL and LAMB PRODUCTS

The Best You've Ever Tasted

HAMS	FORT PITT	PORK
BACON		BEEF
LARD	BRAND	VEAL
SAUSAGE		LAMB

FRIED & REINEMAN

PACKING COMPANY
PITTSBURGH, PA.

TOLEDO PREFERS

Schmidt's
MEATS
"The Flavor Gains Favor"
THE SCHMIDT PROVISION CO.

★ ★

Packers of

LEEDS

CANNED MEATS

PLANTS

CHICAGO, ILLINOIS • LOUISVILLE, KENTUCKY

GENERAL OFFICES

500 NORTH DEARBORN ST., CHICAGO 10, ILLINOIS

READY FOODS
CANNING CORPORATION

GUGGENHEIM PACKING COMPANY

Shippers of Dressed Beef

CHICAGO

WICHITA



HEAD & SHOULDERS
ABOVE THE REST.



General Packinghouse Products • Special
Attention to Fine Idaho Lambs Pork
Products and "Bestever" Little Pig Sausages

ATTENTION!

SLAUGHTERERS
MEAT PACKERS
WHOLESALE
Hotel Supply Houses
Chain Store Operators

Do you want a permanent
outlet for Beef Plates,
Briskets, Flanks, Caul, Cod
and Kidney Fat?

→ CONTACT . . .

NEW YORK MEAT PACKING CO., Inc.
646 BERGEN AVENUE • BRONX 55, N. Y.

PORK
VEAL
HAMS
LARD



BEEF
LAMB
BACON
SAUSAGE

CLEVELAND PROVISION COMPANY
CLEVELAND, OHIO

An

APPRECIATION

We desire to express our
thanks and our admiration to
the entire meat industry for
an excellent job superbly done
during the difficult war years.

H-C-BOHACK CO.
Inc.

SELECTO

HAMS—BACON—LARD—SAUSAGE



Serving the South Since 1896

"If it's

TOVREA'S

it's Tops"

Tovrea Packing Co.

**MAIN PLANT
PHOENIX, ARIZONA**

1889

1945

Stahl-Meyer

READY-TO-EAT MEATS

"PANTRY PALS"
CANNED MEATS

FERRIS

HICKORY SMOKED

HAMS AND BACON

FINE

PORK SAUSAGE

MADE BY

Stahl-Meyer INC.

BROOKLYN DIVISION
1125 WYCKOFF AVE.
BROOKLYN 27, N. Y.

NEW YORK DIVISION
and OFFICE
172 EAST 127th STREET
NEW YORK 35, N. Y.

PEORIA PACKING DIV.
UNION STOCK YARDS
PEORIA • ILLINOIS

SUPERIOR PACKING CO.

CHICAGO



ST. PAUL

DRESSED BEEF • BONELESS MEATS
AND CUTS • OFFAL • CASINGS

KAHN'S

"American Beauty"

MEATS

THE E. KAHN'S SONS CO.

**BEEF AND PORK PACKERS
CINCINNATI, OHIO**

Offices

BOSTON 9—P. G. Gray Co., 148 State St.
CLEVELAND 15—Fred L. Sternheim, Caxton Bldg.
NEW YORK 14—Herbert Ohl, 441 W. 13th St.
PHILADELPHIA 6—Earl McAdams, 204 Walnut Place
WASHINGTON 4—Clayton P. Lee, 515 11th St., S. W.

"314"

THE FAMOUS

**Dry and Semi Dry Sausage
for the Trade**

STOCK THIS LEADER

WRITE FOR PRICES!

**CHAS. HOLLENBACH,
Incorporated**

2653 OGDEN AVE. • CHICAGO 8, ILL.



HAMMOND-STANDISH & CO.

Main Office and Packing Plant: Detroit, Michigan

**Packers of the Famous Greenfield
and Sunnybrook Brands, Tendermild
Hams, Bacon, Sausage and Lard**

ALL PRODUCTS PRODUCED UNDER U. S. GOVERNMENT INSPECTION

Serving the Meat Industry for Eighty-Six Years

1859 — 1945

The Rittman Packing Co.
Rittman, Ohio

IN NORTHEASTERN & CENTRAL

OHIO

TWO MODERN PLANTS

C. J. Bowers, Inc.
Marshallville, Ohio

FURNISHING A COMPLETE LINE OF HIGH QUALITY MEAT AND SAUSAGE PRODUCTS

"Ohio Prize" BRAND

Home Dressed
BEEF, VEAL, LAMB
CARCASS, Bone-In and Boneless Cuts

THE RITTMAN PACKING CO.
RITTMAN, OHIO

U. S. Gov't.
Graded

Insp'd Est. 30
City of Akron

L. B. Pfaltzgraf, Mgr.

"Bowers Farm" BRAND

Pork and Sausage Products
Fresh Pork, Hams, Bacon and Lard
Pure Pork Sausage, Wieners, Bologna, and Loaves

C. J. BOWERS, INC.
MARSHALLVILLE, OHIO

Insp'd Est. 22
City of Akron

G. E. Pfaltzgraf, Mgr.

EASTER BRAND

Meat Food Products

U. S. INSPECTED

FAMOUS SINCE 1886

•
Produced by

**THE DANAHEY
PACKING CO.**

BUFFALO • NEW YORK

HAMS · BACON · BOLOGNAS



a Reputation for Quality

The value of such a reputation is beyond price. It is a thing that sustains and endures when much else fails. To be known for the standard of quality maintained by your House and for the integrity of your business dealings, is to possess assets of irreplaceable value. In our 54 years of life these facts have been conclusively proven to us time and again.

ADOLF GOBEL, INC.
BROOKLYN 6, N. Y.

Quality Meat Products ATTRACT THE QUALITY TRADE

REPRESENTED IN DOMESTIC AND FOREIGN MARKETS

HATELY BRAND PURE REFINED LARD

Packaged in All Available Types Containers for the Domestic and Export Trade

SHIPPERS OF STRAIGHT OR MIXED CARS AND TRUCKS

HATELY BROTHERS COMPANY

PLANT: 37TH AND IRON STREETS • *Since 1873 in Chicago* • GENERAL OFFICES: 1738 BOARD OF TRADE BLDG.

ABRAHAM BROS. PACKING CO.—MEMPHIS, TENN.

★ **ABROS** ★  **BEEF
VEAL
PORK** ★

Sales Representatives 

F. C. COOPER & CO.
New York

LOCAL & WESTERN SHIPPERS
Pittsburg

C. E. DORMAN
Boston

H. J. CARLEY
Philadelphia

HESS—STEPHENSON & CO.
Chicago

The Nation's Greatest Energy Builder

The production power of America has played a mighty part in bringing an early end to war, and meat has made a major contribution to hastening Victory by providing fighting energy for our armed forces and production vigor for our men and women on the production front.

We are proud of the history-making production records that have been set by the meat industry, and are pleased to have had the opportunity of helping to set those records. We look forward to the continuing privilege of supplying foods to reconverting America.

CORNELIUS PACKING CO. LOS ANGELES, CALIFORNIA

RECEIVER OF THE U. S. DEPARTMENT OF AGRICULTURE ACHIEVEMENT "A" AWARD FOR OUTSTANDING WARTIME PRODUCTION



Madison Home of Yellow Band Meats

OSCAR MAYER & CO.

Madison, Wisconsin

Fine Meats Since 1883

Chicago, Illinois

"Partridge"

HIGHEST QUALITY SINCE 1876
HAM—BACON—LARD
SAUSAGE

THE H. H. MEYER PACKING CO.

CINCINNATI 14, OHIO

PHILADELPHIA BONELESS BEEF CO.

223 CALLOWHILL STREET, PHILADELPHIA 23, PA.

WHOLESALE AND BONERS

RECEIVERS OF
BEEF—PORK—LAMB
VEAL—OFFAL
U.S. GOVT. INSPECTION

Bestmaid
BRAND
MEAT FOOD PRODUCTS

DETROIT PACKING COMPANY
1120 SPRINGWELLS AVE. DETROIT 9, MICH.

SELLERS of Hides, Inedible Grease, Meat Scraps
BUYERS of Packinghouse Meat Products

LITTLE ROCK PACKING COMPANY

BEEF and PORK PACKERS
LITTLE ROCK, ARKANSAS

Manufacturers of ARKANSAS MAID Products • Hams • Bacon • Lard • Sausage

Processors and Manufacturers of
the finest **MEAT PRODUCTS**



Hunter Packing Co.

East St. Louis, Illinois

Representatives

William G. Joyce, Boston, Mass.

F. C. Rogers Co., Philadelphia, Pa.

A. L. Thomas, Washington, D. C.



TRUNZ, INC.

PLANT & OFFICE

25 to 45 Lombardy Street
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• FOUNDED 1904 •

"PORK IS OUR SPECIALTY"

HAMS • BACON • SAUSAGE • LARD

Located in the "*Great Valley*"
of Chester County, Pa.

3 miles from Valley Forge

WEILAND PACKING CO.

PHOENIXVILLE • PA.

FINE SAUSAGE • SCRAPPLE • HAMS
BACON • LARD

ESSEM PACKING CO., INC.

Manufacturers of

"MARVEL TASTE"

Ready-to-Serve Meat Products

GOVERNMENT INSPECTION

LAWRENCE, MASSACHUSETTS



Dependably

HIGH QUALITY
SAUSAGE

and
PORK PRODUCTS

• • • •

GOLD MEDAL PACKING CORP.

UTICA, N. Y.

U. S. Government Inspected Plant - Est. 377

BLUE BELL

HAMS • BACON

LUNCH MEATS

• Famous For Flavor

DU QUOIN PACKING CO.

DU QUOIN, ILLINOIS

EDWARD KOHN Co.

3843 EMERALD AVE., CHICAGO 9, ILL., Phone: YAR ds 3134

Your Future

marketing problems will require selling ability. A buyers market is just ahead.

We offer you a thoroughly experienced marketing organization for

BEEF - PORK

VEAL - LAMB

STRAIGHT or MIXED CARS

Write or phone us

EDWARD KOHN CO.
For Tomorrow's Business

★ ESSKAY ★ QUALITY

**BEEF • BACON • SAUSAGE • LAMB
VEAL • SHORTENING • PORK • HAM
• VEGETABLE OIL •**

—THE WM. SCHLUDERBERG - T. J. KURDLE CO.—

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317 E. Campbell Ave.

FELIN'S

ORIGINAL PHILADELPHIA SCRAPPLE

"Glorified"

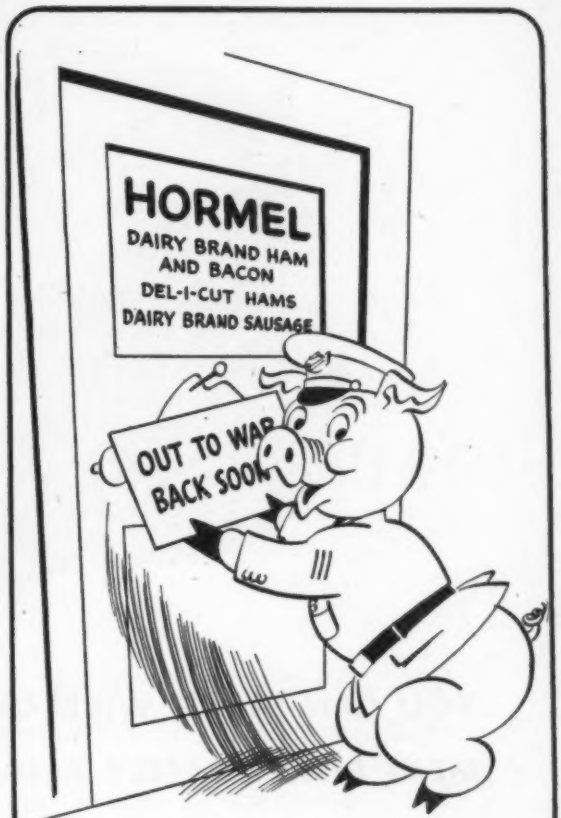
**HAMS • BACON • LARD
DELICATESSEN**

PACKERS - PORK - BEEF

John J. Felin & Co.

INCORPORATED

4142-60 Germantown Ave.
PHILADELPHIA 40, PENNA.



GEE! It's great to be home!

It was a long war...

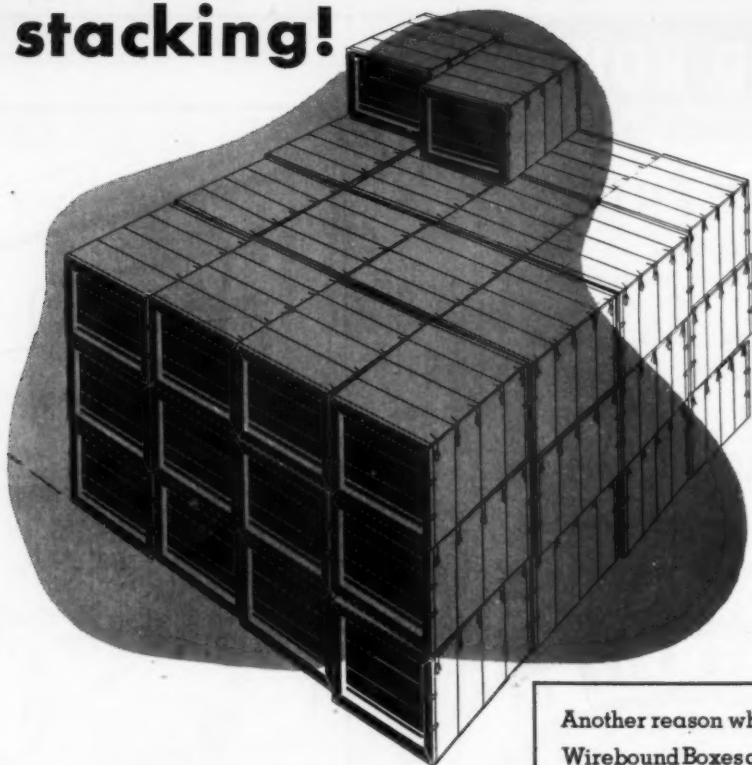
Now victory's here—and once again Hormel can begin to bring you and your customers the meat favorites you want.

A little time, a little patience, and soon we'll be back in the swing of normal production. In the meanwhile we're allocating our supply of Hormel meat products as fairly as possible among our customers.

We want you to get your share. And we promise you that as quickly as conditions warrant there will be no limit to Hormel's quantity—just as there's no limit to Hormel's quality!

GEO. A. HORMEL & CO.
Austin, Minnesota

safe stacking!



YOU CAN STACK WIREBOUND MEAT BOXES SAFELY *because . . .*

Another reason why over 15,000,000
Wirebound Boxes and Crates are used
annually by the packing industry.

. . . they maintain their shape under heavy stacking loads

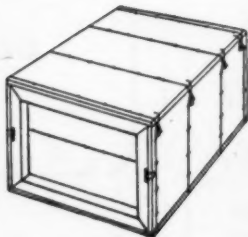
. . . they have the strength of steel wire added to lighter
weight wood construction.

. . . they are absolutely unaffected by moisture

. . . and the end cleats provide natural hand-holds.

WIREBOUND BOX
MANUFACTURERS
ASSOCIATION

Room 1830
Borland Bldg.
CHICAGO 3, ILL.



Wirebound
BOXES & CRATES



Pardon Me

YOUR

SEASONING'S SHOWING!

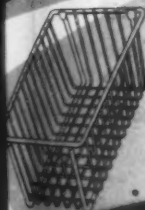
**YOUR SAUSAGE NEED NOT BE FULL OF
SPECKS TO MAKE IT TASTE GOOD!**

There's many a cup 'twixt the lip and the slip . . . and many a sausage maker is slipping if he hasn't found out how good pork sausage can taste when it's seasoned with B. F. M. PORK SAUSAGE SEASONING . . .

And that's not all! You will have not only the best-tasting pork sausage, but the brightest, best-looking sausage you've ever seen. B. F. M. PORK SAUSAGE SEASONING definitely helps the color of your pork sausage . . . not an unsightly speck or a particle of discoloration in a carload.

If you want to keep sausage sales from slipping, order a drum of B. F. M. SEASONING today. You'll like it!

Save With Backrome Trays



... you save at
least \$4 on every
loaf processed
in BAKE-RITE
PAPER PANS.

Send for samples



IF IT'S USED FOR SEASONING MEAT, WE HAVE IT!

000
sed
try.

d
ES

10, 1948

An Editorial

For the first time in nearly five years the peoples of the world are feeling peace. It is a glorious feeling. New life, new hopes and a new world have been created. Organized labor in this new world will continue to work for a more complete world-wide understanding of the problems that create strife, both economic and industrial. It will work for a brotherhood of man operating in the interest of all, guaranteeing justice, liberty and equality.

At the moment, industrial strife in the United States is increasing at a terrific pace. Industrial strife is warfare. If organized labor and organized capital found it advantageous when the world was aflame to establish and maintain industrial peace, this mutual cooperation should not be discarded now at probably the most critical industrial period of our nation's history. Neither strikes on part of the workers, nor lockouts on part of the employers should occur until either group throws the conference table out the window.

Trade unions are as deeply imbedded in our way of life as is the Declaration of Independence. Our present economic structure insures for industry a stability equally as deep-rooted. If organized labor must understand that industry cannot and must not be destroyed, then industry must also realize that organized labor must not and cannot be destroyed.

The Amalgamated Meat Cutters and Butcher Workmen of North America, composed of 135,000 employees in the meat industry, has not abandoned its "no strike" war pledge. We have not as yet found it necessary to do so. We anticipate that no situation will develop that will make strikes of any magnitude necessary. Of course, like other labor unions, we know that increases in pay for the workers in the industry are absolutely necessary because there has been no general pay increase negotiated since 1941 because of an impractical Little Steel Formula.

We look forward to a peaceful solution of this all-important problem through conferences with our employers in the meat packing industry, both large and small.

AMALGAMATED MEAT CUTTERS & BUTCHER WORKMEN of N. A.

EARL W. JIMERSON, President

PATRICK E. GORMAN, Secretary-Treasurer

160 North La Salle Street, Chicago, Illinois

Let us help you carry out your POST-CONVENTION IDEAS

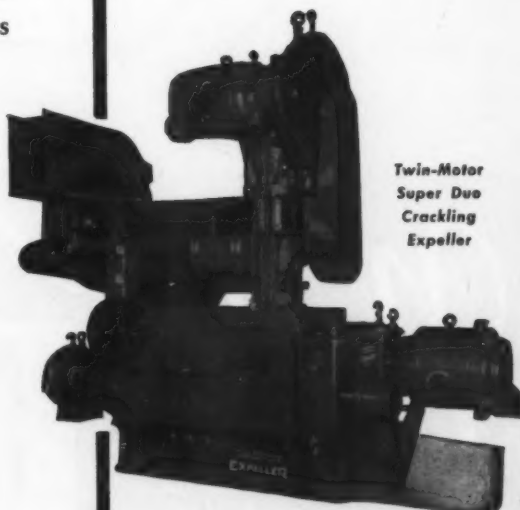


ANDERSON engineers are willing to help you carry out any crackling production ideas you learned at the convention. For example—that rearrangement of equipment or material flow . . . those additional machines—their wide experience is yours if you'll only say the word. Even if you are going to continue with your present Expeller equipment, these engineers want to help you.

Of course, if you need more crackling production capacity, they will gladly tell you all about today's Anderson Equipment—their increased production and increased yields. But—either way, these engineers want to help you. So feel free to call on them for help. Just a note to us and they'll get in touch with you.

THE V. D. ANDERSON CO.

1935 West 96th Street • Cleveland 2, Ohio



Twin-Motor
Super Duo
Crackling
Expeller

"All the News
That's Fit to Print"

The New York Times

CITY EDITION

Published daily, except on Sundays and public holidays.
Published by The New York Times Company, Inc.
New York, N. Y. 10036

VOL. XCV...No. 12,000

FRIDAY, JAN. 1, 1948

THREE CENTS

LONDON, Dec. 31 (AP)—

Removes Patton COAL SHIPMENTS RESTRICTED

Here's Front
ISSUES
STILL HOPEFUL

FOR EVERY WIDE AWAKE
SAUSAGE MAKER!

PEACE IS LEFT IN AIR

Secret
To R

Hot Even Agreement on
Minutes of Meeting to
Reached in London

BYRNES' LAST PLEA FOR

Americans, British, French,
Chinese Privately Say Russia's
Sought

Nostrup

BACK IN ACTION AGAIN

Once again, you can cut casing costs, minimize labor, eliminate waste and increase your sausage production . . . because Nostrup's back in town!

Preserved in the exclusive Nostrup pouches, impervious to deterioration, requiring no special refrigeration. Nostrup now as in the past assures casings of the finest quality, in fine condition, always!

Nostrup SHEEP CASINGS

New and Improved Method of Preserving
Selected Sheep Casings!

MONGOLIA IMPORTING CO.

IMPORTED SAUSAGE CASINGS
274 WATER STREET, NEW YORK CITY

For
greater
profit . . .

diffuse your refrigerated air

through **ANEMOSTAT**
DRAFTLESS AIR-DIFFUSERS

ANEMOSTAT Draftless Air Diffusers will improve the uniformity of your refrigeration processes, conserve storage space, increase the capacity and efficiency of your equipment, and better preserve your products.

Here's Why!

THE ANEMOSTAT AIR-DIFFUSER . . .

- insures uniform air-diffusion
- gives close temperature equalization
- promotes better humidity control
- prevents drafts and air-stratification
- secures highest coil efficiency
- reduces operating time of the refrigeration system

Here's How!

Due to its patented design, the ANEMOSTAT distributes air of any duct velocity in a multiplicity of planes traveling in all directions. Simultaneously,

it creates a series of counter-currents which siphon *into the device* room-air equal to about 35% of the supply-air, and therein mixes the room-air with the supply-air before it is discharged. The ANEMOSTAT effects air expansion within the device, which instantly reduces velocity.

Therefore, the ANEMOSTAT diffuses air of any duct velocity draftlessly, evenly and thoroughly throughout the room, closely equalizes temperature and humidity, and prevents air stratification—no sweaty ceilings, no dead air spots. The ANEMOSTAT justifies high air velocity through the coil—maximum coil efficiency and limited condensation—increased plant capacity—lower operating costs.

If you want to increase your storage capacity, improve and prolong the preservation of your products—let us help you through ANEMOSTAT air-distribution!

Write today for full information—there's no obligation!



Veteran-ize your personnel!
Many discharged war veterans received valuable technical and specialized training. Always consider veterans when you employ. They did their share—now let's all do ours!

ANEMOSTAT

ANEMOSTAT CORPORATION OF AMERICA
10 EAST 39th STREET NEW YORK 16, N. Y.

AC-1015

"NO REFRIGERATION SYSTEM IS BETTER THAN ITS AIR DISTRIBUTION"

The National Provisioner—November 10, 1945

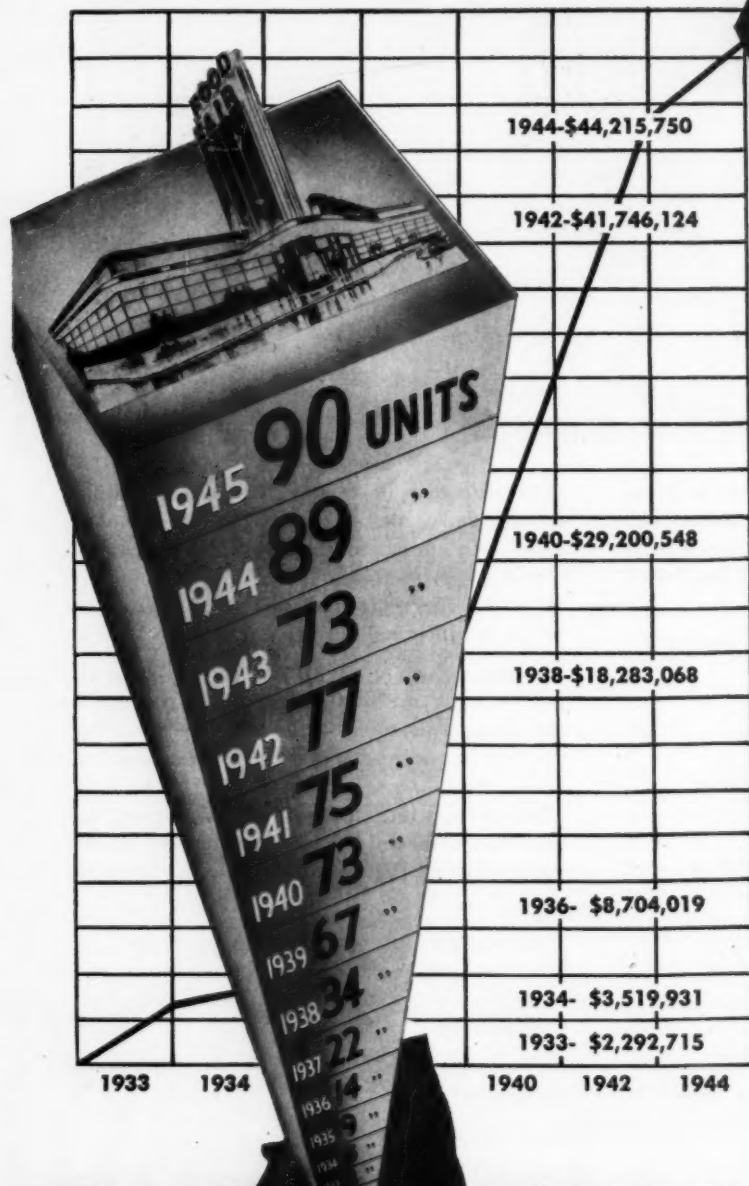
Page 89

NOW IS THE TIME FOR PACKERS TO GET ESTABLISHED WITH FOOD FAIR!

One of the Country's Large Purchasers of All Food Products

**\$55,000,000
Volume in 1945**

Estimated Volume Based on Today's Sales



- Food Fair Stores are large quantity buyers of top quality Beef, Pork, Veal, Lamb, Hams, Bacon, Sausage, Lard, Poultry, and Canned Meats.
- Food Fair Stores enjoy the highest volume per unit of all large food chains, as well as the highest meat volume per unit of all large chains.
- A million dollar expansion program is scheduled for 1946, which will increase considerably the present huge volume of sales.
- Food Fair Stores operate 90 large Super-Markets in five eastern states, with an anticipated \$55,000,000 volume in 1945 . . . one of the country's fastest growing Super-Market chains.

Increasing sales necessitate new sources of supply. It would be to the advantage of meat packers to contact this organization with the purpose of establishing business relations.

Operating 90
Super-Mar-
kets in Five
Eastern States

FOOD FAIR STORES, INC.
The Food Department Stores
PHILADELPHIA 34, PENNA.

EBSCO

for Service

MODERN EQUIPMENT *FOR*

SAUSAGE ROOM

KILLING FLOOR

RENDERING DEPARTMENT

LARD ROOM

SUPPLIES



"EBSCO"

**PRODUCTS
SINCE 1905**

Enterprise Incorporated

612-614 ELM ST. • DALLAS 2, TEXAS

Manufacturers and Distributors of

MEAT PACKERS and SAUSAGE FACTORY EQUIPMENT and SUPPLIES

A STRONG LINK IN THE NATION'S FOOD CHAIN



OUR USUAL SERVICE ... PLUS

Merchants Refrigerating Company operates approximately 40 percent of all public cold storage facilities in the port of New York. To our four large, modern warehouses, strategically located in the important metropolitan market areas, we have added the Terminals and Transportation Corporation, prominent cold storage and general storage warehouse in Buffalo.

Prompt and efficient service assured. Write or telephone us on your present and future cold storage requirements.

MERCHANTS *Refrigerating Company*

17 Varick Street, New York 13, N. Y. • Telephone WALKER 5-1600



TASTY BAKING demands a shortening that retains full delicacy of flavor. Even the slightest "turn" in the flavor of this important ingredient cuts down the appetite appeal of the pie or cake.

For that reason, shortening is shipped to commercial bakers and other large users in sanitary steel drums, specially treated to preserve the purity of the product. Wholesale quantities of salad oils and many other easily-contaminated food products are similarly packaged.

To protect their bulk shipments of such food products against deterioration, Rheem supplies many processors with a special, sanitary lacquer-lined steel drum — the

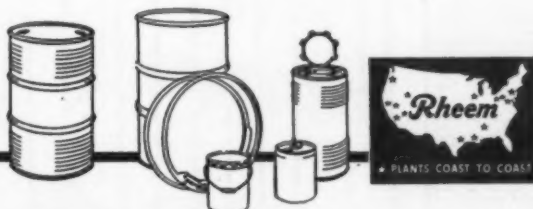
lining to protect flavor freshness, the rugged, flash-welded steel construction to guard against transit hazards. Airtight closures provide a perfect seal.

Inside and out, no other container protects like the steel drum. And Rheem knows how to adapt the steel drum to any practical purpose. If you need steel shipping containers of any size or gauge . . . plain, lithographed or galvanized . . . or with baked protective linings, call upon the nearest RHEEM office. You'll find delivery is prompt from the Rheem nationwide network of plants.

*Your Product Deserves the Protection of
a Rheem Container*



Filling Rheem drums with shortening. These are lined with a Rheem-developed sanitary lacquer; have full-removable heads, securely fastened by Quik-Lox lever-type closing rings.



RHEEM
MANUFACTURING COMPANY

Executive and General Sales Offices
New York • San Francisco • Los Angeles
Chicago • Washington, D.C.

CASINGS

**Natural Sausage Casings
of EVERY DESCRIPTION**

IMPORTERS - EXPORTERS - PRODUCERS

We are always interested in buying

**SHEEP
BEEF
HOG**

CASINGS

**PLEASE
SUBMIT YOUR
OFFERINGS**

PREMIER

CASING CO.

624 ROOT STREET • YARDS 3411 • CHICAGO 9, ILL.



PAPERS FOR PACKERS

PLAIN • PRINTED • SPECIAL TREATED

NO. 101 WHITE OILED

Wrappers for
Fresh Pork

202 M. P.

Liners for
Poultry Boxes

WHITE EAGLE

Wrappers for
Fresh Pork
Poultry

GOLD STANDARD CRINKLED

Wrappers for
Cooked Hams
Poultry
Smoked Meats

PROSPERITY

Wrappers for
Fresh Pork
Poultry
Poultry Head Wraps

D-O-K WRAPPING

Wrappers, Box Liners, and
Head Wraps for
Poultry

Between layer sheets for
Franks in Cartons

Wrappers for
Fresh Pork
Smoked Meat

Conveyor sheets in
Sliced Bacon Dept.

WHALEHIDE

Wrappers for
Cooked Ham
Fresh Pork
Smoked Meats
Wrappers (waxed) for
Green Hams and Bellies
for freezing

D-O-K WAXED

Wrappers for
Green Hams and Bellies
Boneless Beef and Pork
for the freezer

Liners for Boxes of
Boneless Beef and Pork,
fresh and frozen

Liners for Boxes of
Fresh Pork and Beef Cuts,
Livers, Hearts, etc., fresh
and frozen

Wrappers, Box Liners, and
Head Wraps for
Poultry

Liners for
Sausage Cartons

PRINT-O-HAM

Wrappers for
Cooked Ham
Smoked Meats

MARKET PAPER

Wrappers for
Fores
Hinds
Primal Beef Cuts
Smoked Meats

Wrappers, Box Liners, and
Head Wraps for
Poultry

GENUINE VEGETABLE PARCHMENT

REGULAR

Wrappers for
Baked Loaves
Cooked Ham
Fresh Pork
Poultry
Sausage
Sliced Bacon
Smoked Meats

Liners for
Luncheon Meat Tins
Sliced Bacon Tins

CRINKLED

Liners for
Cooked Ham Retainers

Covers for
Slack Barrels

Wrappers for
Tamales
(Waxed)
Fores
Hinds
Primal Beef Cuts

LARD LINER

Liners for
Side Opening Lard Cartons
Export Lard Boxes

Bags for
End Opening Lard Cartons
Export Lard Boxes

WAXED

Wrappers for
Bulk Pork Sausage
Pork Cuts for freezing

Liners for
Army Poultry Boxes

GREASEPROOF REGULAR

Wrappers for
Baked Loaves
Cooked Ham
Sausage
Sliced Bacon
Smoked Meats

LARD LINER

Liners for
Side Opening Lard Cartons
Export Lard Boxes

Bags for
End Opening Lard Cartons
Export Lard Boxes

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT • KALAMAZOO 99 • MICHIGAN
BRANCH PLANTS AT HOUSTON, TEXAS, AND PHILADELPHIA, PENNSYLVANIA

Why every dealer should handle A MEDIUM-PRICED MARGARINE that is **HEAVILY ADVERTISED...**

The **BIG VOLUME** in the grocery field—in soups, soaps, canned goods, cigarettes, toiletries—is in the **MEDIUM-PRICED** brands that are **HEAVILY ADVERTISED**. That's true, too, in nearly all

other lines of merchandise—in automobiles, whiskey, floor coverings, cosmetics. It's the **MEDIUM-PRICED, HEAVILY ADVERTISED** brands that do the year 'round, **PROFITABLE** business!



Nu-Maid MARGARINE, THE MOST SENSATIONAL SUCCESS IN THE FIELD, IS ALSO THE ONLY MARGARINE THAT IS BOTH *Medium-Priced* AND *Heavily Advertised!*

NU-MAID'S marketing has been streamlined to meet the requirements of modern merchandising to the mass market. NU-MAID'S top quality at a **MEDIUM PRICE** has been made possible by highly efficient and economical production and distribution.

The **MIAMI MARGARINE COMPANY** is the *only* manufacturer of margarine who has dared to break away from the antiquated, complicated and costly distribution pattern slavishly followed for so many years by margarine manufacturers.

The Smartest Merchandised
Margarine on the Market is

NU-MAID

...with **PRICE** and
PROMOTION, too!

THE MIAMI MARGARINE CO., CINCINNATI, 2, OHIO
AMERICA'S LARGEST MANUFACTURER OF MARGARINE EXCLUSIVELY



NOT high Priced...



...NOR the Cheapest



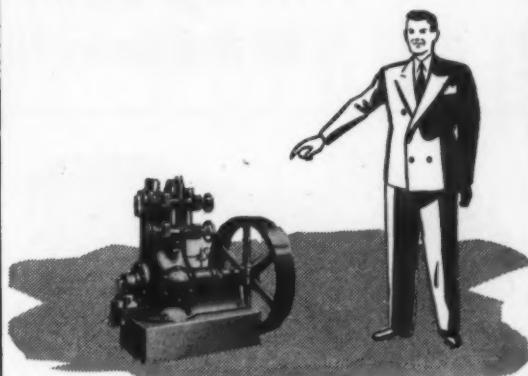
... BUT
MEDIUM PRICED for the
GREAT MIDDLE CLASSES

1905



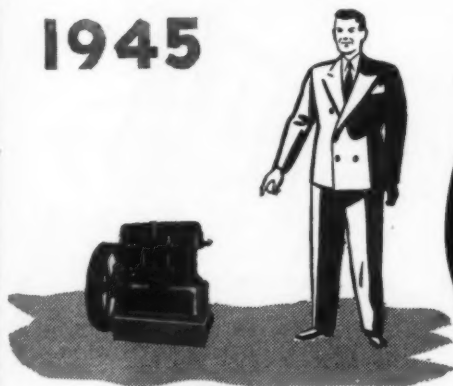
10 TON

1925



10 TON

1945



10 TON

194X
POST WAR



40 Years of Engineering—Development—Research

The 1905 Baker 10 ton Compressor was 8 feet 6 inches high and weighed 5000 pounds. Twenty years later it was a little over 3 feet tall. Now it is but 26 inches high—weighs 650 pounds—a marvel of engineering efficiency!

This is indicative of what Baker is doing toward perfection in design and performance.



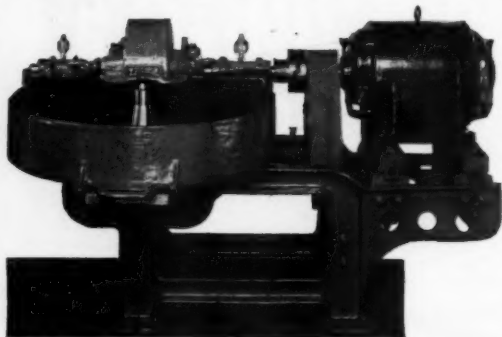
BAKER REFRIGERATING & AIR CONDITIONING EQUIPMENT

BAKER ICE MACHINE COMPANY, INC.
15th & EVANS STREETS • OMAHA 1, NEBRASKA

BUILDERS OF DEPENDABLE REFRIGERATION EQUIPMENT SINCE 1905

INVEST IN **RANDALL**

*.. for High Quality Equipment and Maximum Efficiency
.. for Machinery that lasts longer and costs less*

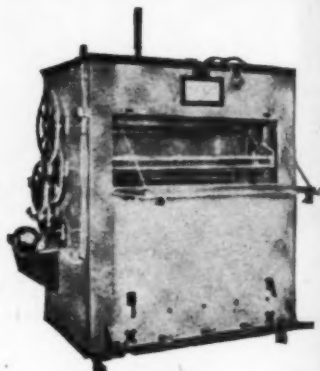


← **PERFECTION CUTTER**

The famous Randall Perfection Cutter. Fast, accurate, highly efficient. Sizes from 200 lbs. to 750 lbs. capacity. Self unloader.

RANDALL REVOLVING OVEN→

No. 64-G. These ovens are doing yeoman service today. Standard size capacity, 64 6-lb. pans; 8 shelves (38" x 9½"); complete with drip pans. Two galvanized covers for gears included. Floor space requires 72" x 44". (Special sizes to order.)



RANDALL STUFFER →

Made in 100 lb. to 500 lb. sizes. Like other Randall products it is fully guaranteed.

HEAD CHEESE CUTTER

Powered by a ¾ or 1 H. P. MOISTURE-PROOF motor, V-type belt drive . . . Larger hopper opening steps up capacity and production speed . . . Cutter has 19 knives cutting against an aluminum drum, easily cleaned . . . Under-structure is exceptionally strong. Adjusted ball feet for easy portability. Excellent for cutting cooked hearts, livers, etc.



SCRAPPLE KETTLE →

Original old Scrapple Kettle with Stirring Apparatus. One size only, 125 gallon capacity. Can also be furnished for pulley drive.



Your Guarantee

All Randall equipment is guaranteed to deliver trouble-free and satisfactory service. Send for literature with complete information and prices.

R. T. RANDALL & CO.

331-333 NORTH SECOND ST.

PHILADELPHIA, PA.

Your Headquarters for Sausage Machinery and Equipment since 1883

WHY WOMEN LIKE FOODS PROTECTED BY PATAPAR



There is something about Patapar* Vegetable Parchment that attracts people. It has a rich texture – soft but sturdy. It suggests quality. And a glance will tell that the product inside is well pro-



ected. Patapar is the high wet-strength paper. When moist foods are wrapped in it Patapar stays intact – gives real protection. When it comes in contact with fats, grease or oils, Patapar resists pene-



tration. Its outer surface remains clean – inviting. Patapar is sanitary, odorless, and tasteless.

It helps safeguard flavor. Printed wrappers of Patapar are vivid and



colorful. We do the printing right in our own plant by letterpress or offset lithography.

This is a special service to Patapar customers.

*Reg. U. S. Pat. Off.

A few of Patapar's uses

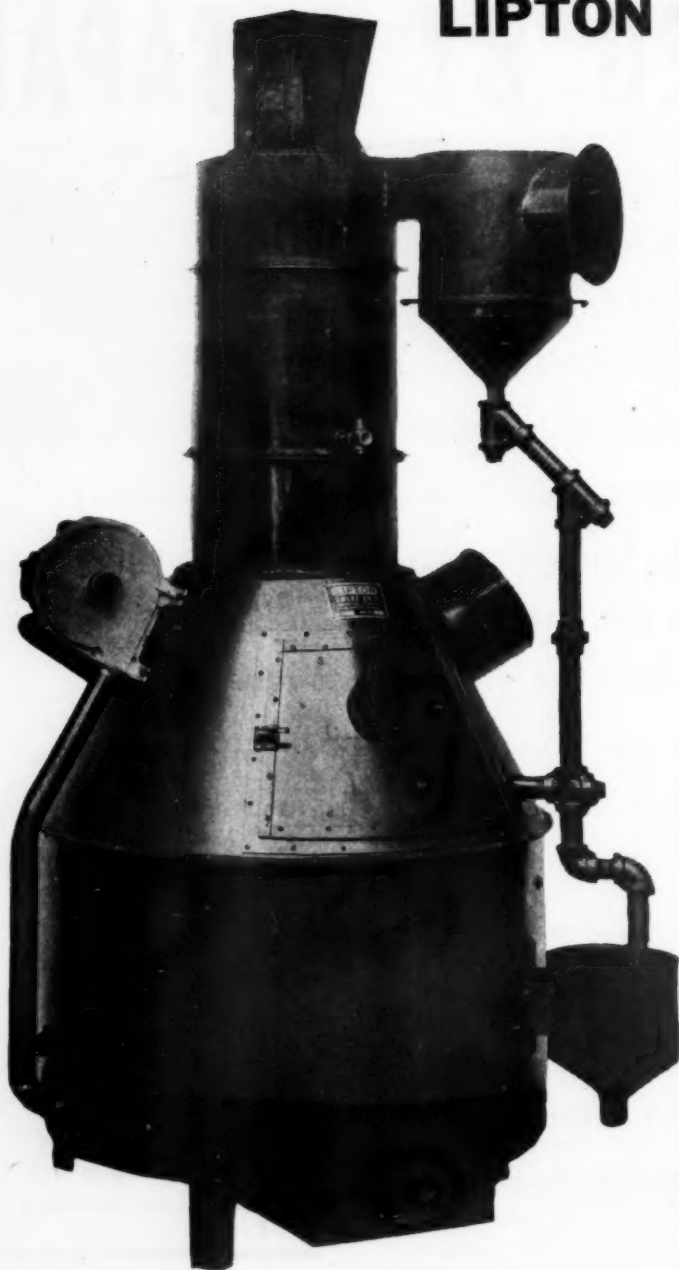
- Meat wrappers
- Ham boiler liners
- Butter wrappers
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Paterson Parchment Paper Company • Bristol, Pennsylvania

Headquarters for Vegetable Parchment Since 1885

WEST COAST PLANT: 340 BRYANT STREET, SAN FRANCISCO 7, CALIFORNIA
BRANCH OFFICES: 120 BROADWAY, NEW YORK 5, N. Y. • 111 WEST WASHINGTON ST., CHICAGO 2, ILL.

SENSATIONAL NEW LIPTON SMOKE UNIT



1. Eliminates fire hazards.
2. Cuts sawdust bill in half.
3. Uses no fuel.
4. Delivers clean smoke at rate of 500 cubic feet per minute.
5. Eliminates need for cleaning smokehouse walls.
6. Provides good circulation to all parts of house.
7. Permits better temperature control.
8. Saves materially on cleaning time and cost.
9. Smoked products have better, more uniform color.
10. Eliminates streaking and spotting of product.

Write for performance records of Lipton Smoke Unit in actual operation.

MARTIN H. LIPTON COMPANY
55 WEST FORTY-SECOND ST., NEW YORK 18, N. Y.

Still holding below-zero temperatures efficiently

AFTER 33 YEARS OF SERVICE...

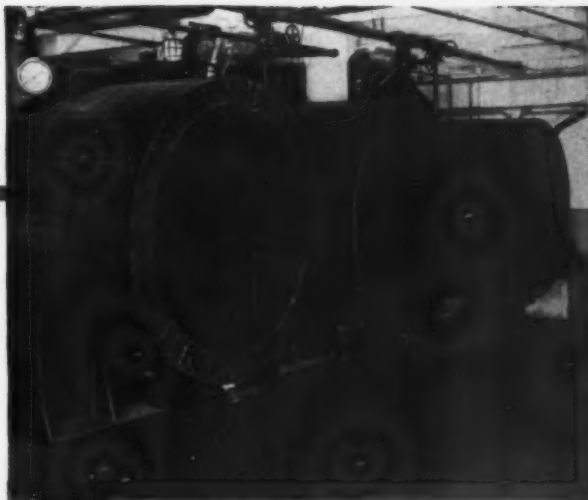
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ARMSTRONG CORK COMPANY

Complete Insulation  Contract Service for
All temperatures from 300° below zero to 2600° F.




Armour's *Natural* Casings

There is an Armour natural casing to give pleasing appearance to almost any type of sausage you make. They help you achieve that plump, inviting look that makes sausage move faster. All these casings are carefully graded and inspected for size, freedom from imperfections and the finest of

quality. Their natural porosity which permits quick, thorough smoke penetration can help you in achieving uniformly fine flavor.

Your nearest Armour Branch or Plant will do their utmost to provide you with these fine, natural casings within the limits of the available supply.

ARMOUR and Company



AMI Conclave Shown Way to Industry Opportunities in Strong U. S. Economy

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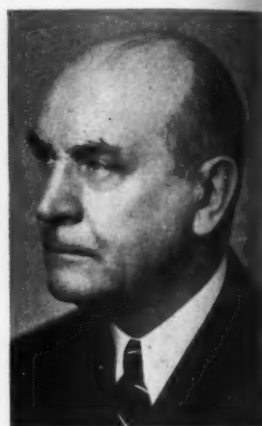
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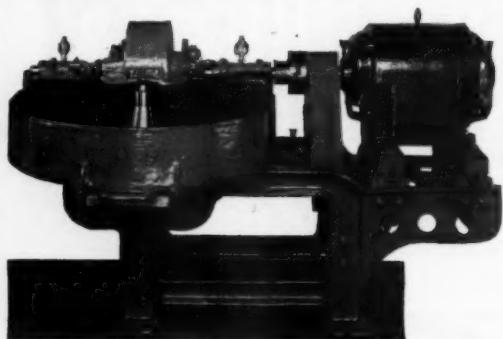
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INVEST IN **RANDALL**

*.. for High Quality Equipment and Maximum Efficiency
.. for Machinery that lasts longer and costs less*

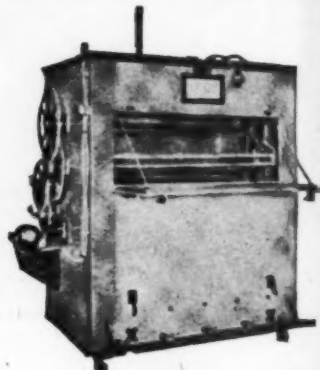


← **PERFECTION CUTTER**

The famous Randall Perfection Cutter. Fast, accurate, highly efficient. Sizes from 200 lbs. to 750 lbs. capacity. Self unloader.

RANDALL REVOLVING OVEN→

No. 64-G. These ovens are doing yeoman service today. Standard size capacity, 64 6-lb. pans; 8 shelves (38" x 9 1/2"); complete with drip pans. Two galvanized covers for gears included. Floor space requires 72" x 44". (Special sizes to order.)

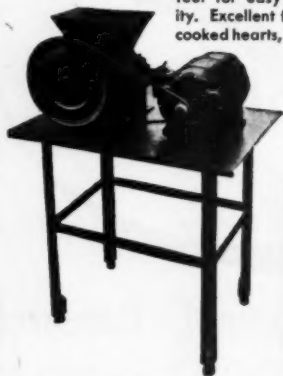


RANDALL STUFFER →

Made in 100 lb. to 500 lb. sizes. Like other Randall products it is fully guaranteed.

HEAD CHEESE CUTTER

Powered by a 3/4 or 1 H. P. MOISTURE-PROOF motor, V-type belt drive . . . Larger hopper opening steps up capacity and production speed . . . Cutter has 19 knives cutting against an aluminum drum, easily cleaned . . . Understructure is exceptionally strong. Adjusted ball feet for easy portability. Excellent for cutting cooked hearts, livers, etc.



SCRAPPLE KETTLE→

Original old Scrapple Kettle with Stirring Apparatus. One size only, 125 gallon capacity. Can also be furnished for pulley drive.



Your Guarantee

All Randall equipment is guaranteed to deliver trouble-free and satisfactory service. Send for literature with complete information and prices.

R. T. RANDALL & CO.

331-333 NORTH SECOND ST.

PHILADELPHIA, PA.

Your Headquarters for Sausage Machinery and Equipment since 1883

WHY WOMEN LIKE FOODS PROTECTED BY PATAPAR



There is something about Patapar* Vegetable Parchment that attracts people. It has a rich texture – soft but sturdy. It suggests quality. And a glance will tell that the product inside is well pro-



tected. Patapar is the high wet-strength paper. When moist foods are wrapped in it Patapar stays intact – gives real protection. When it comes in contact with fats, grease or oils, Patapar resists penetration. Its outer surface remains clean – inviting. Patapar is sanitary, odorless, and tasteless.



It helps safeguard flavor. Printed wrappers of Patapar are vivid and colorful. We do the printing right in our own plant by letterpress or offset lithography. This is a special service to Patapar customers.



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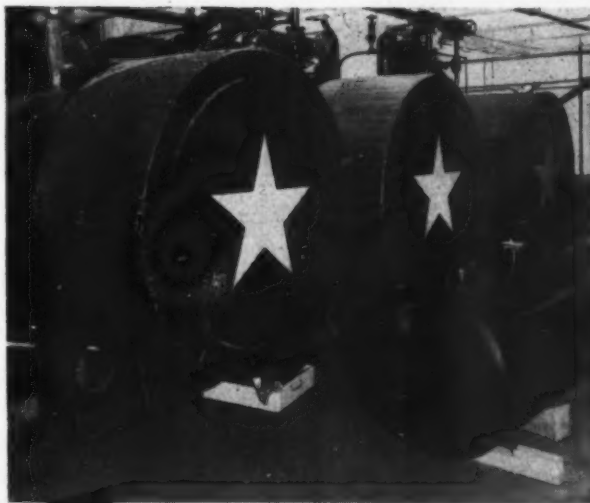
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PROCEEDINGS OF THE CONVENTION

Economic and Food Problems Discussed at Opening Session

THE fortieth annual meeting of the American Meat Institute, held in the grand ballroom of the Stevens Hotel, Chicago, convened at 10:05 a.m. on October 30, 1945, with T. Henry Foster, chairman of the board of directors, presiding.

CHAIRMAN FOSTER: The fortieth annual meeting of the American Meat Institute is now in session.

We are at the end of what has been one of the most trying years of the war period. It has been probably the most difficult year experienced during my connection with the meat packing industry, which, as you know, exceeds 50 years.

At this time last year, we looked forward to heavy marketings of hogs. We were in the midst of a period of plentiful supplies of cattle and looked forward to the probability that meat supplies in 1945, although perhaps smaller than the large supplies of 1944, nevertheless would be relatively ample.

But the hogs did not come to market in the numbers which we had expected in the light of the government estimates of production, and it soon became apparent that livestock, especially hogs, was being diverted from normal channels in growing numbers.

Little for Civilians

This condition grew worse during the spring months, and, with a continued heavy demand from the government for meat products, meat packers found themselves left with relatively little product for civilian distribution.

The result was that during the spring quarter of 1945 the supply of meat available for our civilian population was at the lowest level in history.

Thereafter, the condition improved slightly, largely because of reduced governmental requirements, but the famine of hogs continued. This condition was especially marked in areas outside of the Corn Belt and for months many members of the Institute have been forced to conduct their operations on a level far below normal.

With the reduced supplies, hog prices stayed at or near the ceiling during the entire year. Inasmuch as the government had established product values on the basis of an average level of prices substantially below the hog ceiling, the industry was caught in a severe squeeze, which was accentuated by an increase in unit costs occasioned by the greatly reduced volume.

The Institute brought the situation forcibly to the attention of appropriate

government agencies at the beginning of the year when it became apparent that hogs were not going to come to market in the numbers expected.

The Office of Price Administration, however, showed its customary resistance to change, with the result that the industry continued to suffer.



T. H. FOSTER



HARDENBERGH

Finally the Institute, convinced that adequate relief could not be obtained from the Office of Price Administration on the basis of friendly negotiation, urged its members to come to Washington and tell their stories directly to the OPA and to their representatives in Congress.

Nearly 200 packers, and possibly more, responded to this call.

At about the same time the food situation became so critical, as a result of bureaucratic mismanagement, that Congressional committees began investigations. Naturally, these investigations



EXTENDS CONGRATULATIONS

Wesley Hardenbergh (left), president, AMI, offers congratulations to James H. McCall, vice president, J. H. Allison & Co., Chattanooga, Tenn., upon the latter's election as chairman of the board of the American Meat Institute.

centered around the meat situation.

Representatives of the industry participated in numerous congressional hearings, kept telling and re-telling their story to congressmen, and continued to appeal to the OPA.

How Packers Helped

Many packers made repeated trips to Washington. For example, one packer from the Pacific Northwest came to Washington three times in an effort to obtain relief. Several of his neighbors likewise made one or more similar trips. Members from Tennessee, Chicago, and Iowa, and many other points, made repeated trips to Washington, some going as many as eight to ten times, and even more.

As a result of all of these developments, some adjustments were made or less grudgingly made by the OPA, but they were not adequate.

Congress, however, became convinced of the need for relief and, before adjourning, passed the Barkley-Bates amendment to the bill extending the price control act, which was designed to give this industry the relief which it needed.

Even though the Barkley-Bates amendment became effective July 1 and even though Administrator Bowles promised in letters to senators and others that he would make the various segments of the meat packing industry profitable on an annual basis, the relief needed has not yet been granted.

It was only after the Institute began in August to gather information on operating results in the industry during June and July that the OPA gave tangible evidence of any awareness of the obligation which had been imposed on it by Mr. Bowles' letters.

Since that time they have proceeded with their usual slowness and the industry still awaits the relief which it requires not only under the law, but also as a matter of fairness and right.

Industry's War Effort

It is typical of our industry that, even though it has been most shabbily treated by some of the governmental agencies which had control over it, it made a contribution to the winning of the war that was at once magnificent and marvelous.

In the four years that the United States has been at war, the live stock and meat industry produced 5,000,000 carloads of meat and lard.

Meat produced in the United States was shipped and consumed in every corner of the globe by the American armed forces, fighters of the allied nations, and civilians. The meat products of our American live stock and meat packing industry quite literally fed the world.

There are many records which could

be cited to prove the importance of the meat packing industry's contribution to the war effort, but I shall mention only two or three. In the first place, our industry, unlike many other industries which converted wholly to war production and abandoned civilian production entirely or nearly so, supplied our own and our allies' war requirements of meat, and, in addition, turned out for the civilian population a quantity of meat annually that was fully as large as the annual average of the pre-war years.

The quantity of meat supplied our armed forces and our allies during the war period exceeded the huge total of twenty billion pounds.

Canned meat production was stepped up from about 400,000,000 lbs. annually to more than 2,000,000,000 lbs. annually during some of the war years.

Numerous additional items were developed by the industry during the year in co-operation with the Subsistence Laboratory of the United States Quartermaster Depot. Some were dehydrated, some precooked in cans, and others frozen. During the entire period of the war, these new and exclusively-for-the-government items totaled 50. Included among these items were such foods as dehydrated corned beef hash, dehydrated meat and rice, dehydrated pork, canned pork and apple sauce, canned ham and sweet potatoes, canned meat balls and spaghetti, and dozens of other foods. Undoubtedly, some of these products which heretofore were developed and packed exclusively for the government, will be available in the future for the consumer trade.

Scientific development had made great strides during the war in connection with frozen and pre-packaged meats. Among the greatest contributions of the industry to the war effort was the three-way, frozen, boneless beef. The meat from one beef animal was packed in eight boxes of 50 lbs. each. Four boxes contained steaks and roasts; two boxes contained stew meat, and two boxes were packed with chopped beef.

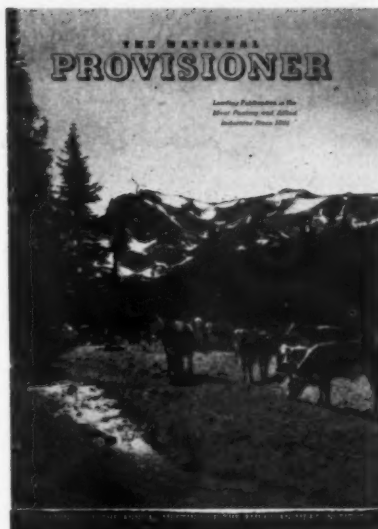
Saved Weight and Space

Compared with the method of processing and shipping beef to the troops in World War I, the present U. S. Army boneless beef saved 60 per cent of shipping space, and 30 per cent of the weight. This boneless beef assured uniform servings to our armed forces, and saved fats for explosives.

In World War I the beef had to be cut up by Army cooks, resulting in much waste. Now, in World War II the beef comes in handy 50-lb. cartons. It saves space and waste, and gets beef to the fighters in better condition.

Each of the three types of 50-lb. cartons does its part to make eating more inviting, as well as to supply the complete, highest quality proteins of meat on which both civilian and military nutritionists place so much emphasis.

At this point I wish to refresh briefly the minds of our members concerning



OUR COVER PICTURE

The photograph from which the striking cover for the 1945 convention issue was made was furnished by the State of Colorado, Advertising and Publicity Committee, Capitol Building, Denver.

The scene shows cattle on early summer range in the high country. It was taken in the Brainard Lake area in the Arapahoe Peaks region, and is in a glacial section of Colorado just south of Rocky Mountain National Park.

the great importance of the effort they, together with millions of housewives and thousands of retailers, expended toward the collection of fats. These seemingly insignificant 1-lb. and 2-lb. cans of kitchen fats eventually found their way into four important classifica-



CONVENTION REGULARS

Wearing characteristic smiles are Jay C. Hormel (left), president, Geo. A. Hormel & Co., Austin, Minn., and George M. Lewis, director, department of accounting, American Meat Institute.

tions: For explosives; for military and civilian medicines; for other military and civilian uses, and for industrial purposes.

The salvaged consumer kitchen fats were used for about 40 separate war products. Such items, for instance, as explosives for anti-aircraft and other guns, sulfa ointments, de-icing fluids for airplane wings, tanning and processing of leather, mining, and metal working.

Incidentally, the idea for the salvaging of kitchen fats originated with one of the leaders of our own industry, our own Thomas E. Wilson.

"Hats Off" to Producer

I think the world will agree, gentlemen, that we can be proud of our contribution to the war effort.

The hats of America—and of our allies—should be off to the American farmer for his deep-rooted faith and loyalty to the nation that was founded and built on basic agriculture. His record of accomplishment is a story of all-out effort, long hours, careful planning and ingenuity which commands the respect of a victorious nation. Victory could not have come without the food produced by our farmers and ranchers and made ready by the food industry.

Commendation also is due our responsible and experienced marketing agencies, whose dependable efforts were important cogs in the wheels of meat distribution, and likewise to the agencies of transportation, and to the retailers who supplied our civilian population under such difficult conditions.

And now, what is the outlook for the industry?

Any abnormal cattle liquidation is not expected in the immediate future; feed supplies are ample; many observers believe that the income tax factor tends to encourage the holding back of live stock until rates are reduced; and confidence relative to future price levels still seems to be strong.

Beef production under federal inspection for the remaining months of this year is expected to be about 15 per cent above the record production for that period established last year, and about 42 per cent above the ten-year average.

Statistics indicate that weekly hog slaughter under federal inspection increased slightly in September and October from the low-point reached in August. September hog slaughter was 45 per cent less than that for September last year, and 34 per cent less than the ten-year average for that month.

This year's spring pigs now are coming to market in relatively small volume. Corn production prospects for 1945 improved during the last two months and with ample corn supplies in relation to the number of hogs, it is likely that 1945 spring pigs will be held back to some extent and fed to above-normal weights. Furthermore, spring farrowings were later than usual this year, and an abnormal percentage of

1945 spring pigs probably will be marketed after the first of next January.

Pork production for the last quarter of this year in federally inspected plants is expected to be about 11 per cent less than for the last quarter of last year. Due to the extremely heavy weight of hogs marketed in the last few months, pork production per hog has run about one-fourth larger than that for comparable months a year earlier.

Veal production in federally inspected plants for the last quarter of this year is expected to be about 4 per cent less than for the same period a year earlier.

Lamb and mutton production probably will show a reduction of about 8 per cent for the last quarter of this year as compared with 1944.

The full effect of the reduction in the 1945 lamb crop began to show up in August, when the number of sheep and lambs dressed was 19 per cent lower than in August of 1944.

For the last quarter of 1945, the production of meat is expected to be only about 5 per cent below that for the same period a year earlier, and about 16 per cent above the ten-year (1935-44) average.

Industry Must Lead

Our industry now stands on the threshold of what will unquestionably be a new era. Wars always have a profound effect upon the economy of a country and upon the habits of the citizenry.

I would like to be able to don the robes of a seer and tell Institute members what the next few post-war years may be expected to bring to the live stock and meat packing industry. However, I cannot hope for such an honor or responsibility.

Nevertheless, I will say this—and firmly, too—that the industry must be alert to the post-war possibilities. The industry must be alert to the change brought about by the recently completed war, and must be ahead of the procession rather than behind it, or even in the middle, if it is to be successful.

Great improvement has been made in livestock production as a result of the interest taken by producers, the help and encouragement given by packers, and the excellent information and aid available from state colleges of agriculture and similar organizations. Great improvements have been made, too, in meat production and distribution. This improvement must be continued.

While on the subject of livestock I want to put in a word here for a very vital and important profession which does not receive as much attention from the meat industry as it deserves—the veterinary profession—and the veterinarians who follow it.

The fact that every pound of meat produced by federally inspected—and some state inspected—plants must, down the line somewhere, have the okay of a veterinarian is lost sight of by many. But the fact remains that the



BOARD OF DIRECTORS CONVENES AT LUNCHEON

Two views of busy dining tables as leading executives of the meat packing industry, who make up the AMI board of directors, met for their annual meeting on the day before the 1945 convention opened.

federal inspection of meat, years ago, raised the meat packing plant from a decidedly smelly slaughterhouse status to what it is today—a decent place for men and women to work; a producer of wholesome products accepted by the public with confidence.

During the war veterinarians have been overworked, as have M.D.'s. They have done their part in keeping food animals healthy which has resulted in a large supply of meat for our fighting forces, our allies and the folks at home.

I am proud to state that I believe our industry appears to be well prepared for the competitive challenge of the coming period. Our industry is more adequately equipped for research than it ever has been in the past. Vigorous continued research is as essential for the prosecution of a successful free-enterprise economy as it is for the prosecution of the war. More men will be engaged in research projects in the meat packing industry and more money will be spent in this field in the post-war period than ever before in our history.

The war made our industry alert to the challenge of other foods for the consumers' dollars. By a vigorous campaign of education, our industry now has men in the medical professions, home economists, and the general pub-

lic educated to the facts about meat's place in the diet. The Institute's meat educational program and our public relations' efforts have driven home to the public and the medical and other professions the facts about meat and its rightful place in the diet during this past year's period of short meat supplies.

Public Kept Informed

Throughout the war the public was kept fully informed regarding meat and the operations of the industry. Now the public is quick to be critical when the food they like most—which certainly is meat—is hard to get and of a quality it does not care for. But if you will look back throughout the war years, I think you will find hardly any criticism of this industry. The public was fully advised at all times of the difficulty the industry itself was experiencing—through no fault of its own, but because of conditions brought about by the war.

The public accepted facts which were presented to it day by day, so that I think we came out of the war with the public in full appreciation, not only for the job done by the industry, but for the fact that it did the job under great handicaps. Hardly anybody blamed this

industry for anything that occurred. As a matter of fact, we picked up an enormous volume of what might be termed good-will and everything that it implied. This should be of value to us in years to come. We should guard it and protect it by every possible means.

If the meat industry hasn't been able to give the public all the meat it wanted, it at least could sustain the public's consciousness of it. We believe that, as supplies of meat become more adequate, the sales problem will be easier than it would have been had this background of the educational program not been so well established.

In my remarks at the opening of the convention last year, I paid a well earned tribute to the staff of the Institute, not only here in Chicago, but in our headquarters in Washington, New York and San Francisco. At that time I commented on the difficulties which our staff had to meet and overcome.

I think I foresaw a harder year ahead, but for obvious reasons, refrained from mentioning it. Now that another year is drawing to a close and I can look back upon it, I realize that I had a rather obscure picture of what was going to happen in 1945; but I am happy to be able to testify that President Wesley Hardenburgh and his staff have again "rung the bell" in spite of increased responsibilities, a big increase in the amount of work turned out, and the difficulty of keeping a war time staff together.

Working together, co-operating more closely and understanding each other's problems more fully than in the past, the three partners in our great industry—livestock producer, meat packer, and meat retailer—can meet successfully the challenge of our post-war economy.

CHAIRMAN FOSTER: When one glances back over programs of early meetings of the trade association of the meat packing industry, sharp contrasts

are seen between the programs of those days and those of today. There was no OPA; there were no discussions of UNRRRA; the only floors we discussed were improved packing plant floors; and our only interest in ceilings was to make sure that we would be protected from the elements.

One type of speech failed to appear at all on those programs—a discussion of the economic factors controlling and affecting our business.

It is a sound commentary on the increase in intelligence of our industry that today one of the most important talks at our annual meetings invariably is on the economic situation.

We are fortunate today in having an extremely able man to speak on that subject. Dr. Upgren completed his academic training at the Universities of Wisconsin and Minnesota. Even before he entered college he was a country banker, and from 1920 to 1930 he engaged in banking and brokerage work. Since then, he has done research work for the Department of State in connection with reciprocal trade agreements; served as economic consultant to the government of Manitoba, and acted as research secretary on the Council of Foreign Relations.

He has served as chief of the national economic unit of the Department of Commerce. From 1942 until July 1 of this year, Dr. Upgren was vice president and economist of the Federal Reserve Bank of Minneapolis, where he directed work in the field of postwar planning. He was an observer for the Federal Reserve System at the Bretton Woods Conference. Dr. Upgren, on July 1 last, joined the staff of the *Minneapolis Star Journal* as associate editorial editor. He is continuing his connection as professor of economics at the University of Minnesota.

I take great pleasure in introducing our speaker on "The Economic Outlook"—Dr. Arthur Upgren.

PRODUCTIVITY RAISE MAIN OBJECTIVE OF POST-WAR PROGRAM

ARTHUR R. UPGREN: It is a great pleasure to be here with you people from whose places of business so many fine things come. I can say that with unusual feeling because I happen to be one who got about the fourth last deep-freeze unit before the war, and it has served me well.



A. R. UPGREN

We have come a long ways in this country since 1929. Perhaps we can allow a moment for contemplation about that.

The great victories of America's armed forces in 1945 have been a fitting capstone, making up for a record in the decade just before the war of which we were not so proud. Following the termination of the first World War there were five distinct waves of expenditure, or investment, quite discernible in the statistical picture of those times in the United States.

Five Expenditure Waves

Approximately in order they were: (1) expenditures for producers goods in 1919, and (2), inventory expansion in 1919 and 1920 (about which industry since learned so much that the less said the better). After boiling off a thoroughly unnecessary, needless, and gratuitous price advance, there were three more expenditure waves. They were again: (3) another bulge in the expenditure for producer goods, then (4) the greatest residential construction expenditure wave the country has ever seen, and finally, in the late 1920's, (5) a wave of great expenditure for consumer durable goods. Then, as each may prefer to view the phenomenon, another great wave came in, but most lamentably, it came in upside down or, to use the most widely accepted term, we had a great "recession"—a decline at once in all of the expenditure waves of the 1920's.

We struggled with depression. To try to remedy it, many curious, psychological, and some depressing measures were adopted. I shall illustrate with but one—we gradually evolved a tax system that became a "roadblock" to economic progress because it had a structure of rates sufficiently high to balance the budget at a low level of national output, which represented utilizing what was probably only two-thirds of our potential capacity to produce. In fact, in 1927 the budget was very close to a balance and in that year our gross national out-turn of goods and services,



TAKING CARE OF THE PRELIMINARY FORMALITIES

A trio of visitors signs up at the AMI registration desk, (l. to r.) I. Schlaifer, Hygrade Food Products Co., Detroit; J. W. Robinson, of the same concern, and Don Kemp, sales representative, Enterprise, Inc., Dallas, Tex.

a larger figure than the country's national income, was \$88,000,000, and in 1940 it amounted to more than \$120,000,000,000.

Then came war—World War and eventual victory.

That pulled our economy completely out of the muck to new high ground. We got to that high ground because of good leadership and the fine economic intelligence of our people. With only one wartime experience from which to learn, an excellent job was done in controlling prices. It is good to report the same fine job in the war production of all our industries. For those fine records and especially the control of inflation, this time we have to thank, because they provided *the margin* of conviction and support, businessmen and bankers. Businessmen remembered that the joy-ride in prices in the first world war later cost them terrific inventory losses. Bankers had so many bonds to help sell for the benefit of the Treasury and they were required to do such a fine job of economic education against inflation that it so far has won the day for all of us.

What position have we reached?

The greatest single thing the American people have done—and it is of all the most significant post-war planning—is to have kept prices down *during the war*.

Undersecretary of the Treasury, Daniel W. Bell, in late 1941 when "defense" expenditures first reached amounts measured in tens of billions of dollars, made a most prophetic statement that even economists then were unprepared to make. It was that the American people had two choices before them. They could spend all of the great, increased incomes he foresaw they would earn in war upon such civilian goods as would come to be available to them. If they so spent all of their incomes, the prices they would pay would surely be very high. But they could acquiesce to a heavy tax load and, said Mr. Bell, they could save large annual amounts, and still have all the goods too! But this could happen only if



ANNUAL INFLUX OF CONVENTIONEERS BEGINS

It was the usual busy scene at the registration desk as AMI members from all sections of the country poured into convention headquarters at the Stevens hotel. And the AMI staff handled the heavy traffic with customary efficiency.

prices were held down during the war.

It was done.

Total taxes rose from about \$4,000,000,000 before the war to \$46,500,000,000 in the fiscal year which ended June 30, 1945. The savings of the American people rose at the following rates: in 1940, \$8,000,000,000; in 1941, \$13,000,000,000; in 1942 the figure increased to \$27,000,000,000, followed by \$35,000,000,000 and \$38,000,000,000 in 1943 and 1944 respectively. So far in the present year, the rates bid fair for the third time to be over the \$30,000,000,000 figure.

Because we held prices down during the war, these savings were made possible. Because we delivered most of our new-found great potential for increased production over to war, the American people "went without" many durable goods made in factories whose manpower, raw materials and machinery were drafted for war production.

Thus we enter the postwar period with such fine things as a liquidity accumulated to such total as \$128,000,000,000 of bank deposits owned by individuals, and working capital of industry increased from about \$50,000,000,000 to almost \$100,000,000,000 at the end of last year. Accompanying this liquidity there is (1) a huge deferred demand and (2) a great demand for current and durable goods in a volume that is appropriate to the high level of income we propose to maintain after the war, under the fine and widely-understood American practice of "keeping up with the Joneses." Which means that as people move up in the different classes, their expenditures rise accordingly.

I submit that these factors give every prospect, for the period immediately ahead, that high incomes can be secured. They should be irresistible if we use our heads and our hearts in guiding our economy through reconversion.

For what goals should we now strive!

It is easy to lay down a single goal for the American economy. The American people already have done that for themselves. It is *full employment*. This phrase, not being too popular, can perhaps be defined, with more circumspection and sincerity, as "high productive employment."

Goals are desirable things. Without them, human endeavor is without purpose. But it is desirable to make a more complete reconnaissance of the terrain of desirable objectives we wish to attain.

For this reason I next propose to suggest five goals for which we should strive. I ask you to watch for adequacy and clarity in each, and for consistency each with the other. These goals are:

1: Gross national product, as soon as reconversion is completed, shall be



REPRESENTING DEEP SOUTH

From down Georgia and Florida way came this threesome to find that the weather up north isn't always blustery and cold, even late in October. They are (l. to r.) Fritz Roberts, president, Georgia Packing Co., Thomasville, Ga.; Paul A. Tarnow, sales manager, Herman Sausage Factory, Tampa, Fla., and L. B. Harvard, manager of the Georgia Packing Co.

maintained at not less than \$165,000,000,000. Last year, 1944, it was about \$200,000,000,000, the decline representing the product that theoretically would be produced by those who will wish to withdraw then from the labor market—the women, the youngsters who should be back at school, the older workers who can now retire.

That goal was calculated by economists in 1942 as large enough to require the productive efforts of the estimated postwar labor force of our country. Now a committee of 54 business men, from the great businesses of America, has calculated that such an increase is in prospect and that it will result in total gainful employment of 54,000,000 workers, given a continuance of past relationships between employment in manufacturing, which they surveyed with great care, and all other types of employment. This number, 54,000,000, is exclusive of a minimum of unemployment that is reflected by men "on the move" to better jobs. It is also exclusive of the number of members of the future armed forces. At current estimates for these last two groups, there is prospect that employment will be very close to the magical figure of 60,000,000.

2: The second objective is the adequate employment of a labor force of between 54,000,000 and 60,000,000 (as more careful measurements may indicate what the precise figure should be).

Production Emphasized

This objective is put in second place because the first objective properly emphasizes production—by means of which alone we can improve our material welfare.

3: The third objective, one upon which we have come very well to agreement during the war, is that we shall hold the cost of living at constant levels. Here, to be sure, we are in a new struggle today. The president will tell us about it tonight. But the dispute, I think, is not one about any large amount of inflation but mostly about a change within the range of 5 to 7 per cent. Moreover, the increase, if conceded, should most certainly be accompanied by the comment, *simultaneously* given by its beneficiaries, that no further change will be made at the end of 12 months, nor after that.

Economists have long argued that prices in the cost of living should fall to all who buy goods as the best way of distributing the fruits of technical progress. But the "structure" of our economy, whether or not becoming increasingly ossified, has many more "administered" prices. This is not the case in your industry. But it has come increasingly elsewhere, perhaps in an enlarged area, because the higher incomes we all have win easier consent from us for that kind of a price structure.

To the extent that prices or costs, therefore, have become *constant*, the drive for increased wages, if properly managed, can be a desirable method of



MEETS WITH DIRECTORS

Shown arriving for board of directors meeting is John Holmes, president, Swift & Company.

distributing the fruits of future progress. Here the interests of labor and business move very closely together. The interest of labor, of course, is in higher wages. Management's interest is in stabilized (administered) prices. Progress may require the chaining together, not of higher wages and higher prices, but of higher wages and *enlarged production*. From that gain in volume, increased business profits, too, will surely result.

4: The fourth objective specifically should be "to increase productivity."

The Crucial Objective

Here is the crucial objective, given the milieu in which we now find ourselves. Wage increases, with good sense, should be allowed only if productivity is increased. That productivity increase may be measured as the output of labor, measured as the improved output due to better management methods,

better machinery and equipment (available to the worker), or as something secured by use of improved raw materials. Improved productivity, as we have learned during the war, can be reflected in greatly increased volume which may be obtained from the same productive investment which may not require significantly changed "labor effort."

The American people should aim to lift this total production by not less than 30 per cent in the next ten years. Recently Professor Sumner H. Slichter of Harvard University indicated the attainability of a future goal for national output of \$275,000,000,000, to be secured by 1970. That goal, he showed, requires an increase of productivity of 15 per cent per capita in 10-year periods. In contrast in the 1920's our increase in productivity actually was no less than 30 per cent, twice his suggested rate and twice the rate of that great increase in national income within a 25-year period—the goal I suggest for the first ten years of peace after this war.

This goal of high productivity spells welfare. Given it we can achieve the fifth and final objective.

5: This is to secure for the first post-war years a *settled wage policy*.

Such a wage policy should be built upon the basis of a national will to produce a high post-war product. I suggest objective No. 1, \$165,000,000,000 gross outturn. That high output should be produced at a constant cost of living. High output should use, in well-maintained employment, the labor force of the country. That labor force should work cooperatively with management to lift productivity. When that is done, the determination of a national, a rational and a sensible wage policy at last can become possible. Then our fifth and hardest problem will have been solved.

We are on the threshold today of a great national effort to secure a wage policy to give us progress. Of what ingredients should it consist?

Such small price-increases, as will represent removing a roadblock to maintain increased production, should be granted. Given that—and it is important in the determination of wage

ARRIVING FOR THE MEETING

Emerging from the elevator to attend annual meeting of AMI board of directors, held the day before opening of convention, is G. A. Eastwood, president, Armour and Company, followed closely by F. R. Baird, general attorney for Armour. The pre-convention gathering was in the form of a luncheon at the Blackstone hotel.



increases—labor should be asked the percentage by which it will increase its production.

Then the combination of (1) the price-increase mentioned, given by the public and limited to 5 per cent, (2) the productivity increase promised by labor (here I suggest 10 per cent), and (3) the "fixed-cost-per-unit-of-output" reduction which, with new adaptive machine and technical improvements, is provided by management, can yield a 15 per cent increase in wages to labor (and material progress to the American people).

Thus I have shown how the American people, labor, and management can all win by pulling together. Just to repeat them, a small increase in price so that we can put away that block to progress; next, the contribution labor will make to lift its productivity; third, the contribution management will make to cut these fixed overhead costs per unit of output so that a wage increase can be possible and that every party, including the public and business will gain out of such a wage policy.

What are our international responsibilities?

The first responsibility of all the American people is to remain strong at home.

International Responsibilities

Now I should like to turn to our international responsibilities. There is no program possible along the lines of international cooperation in which we are to be a part, that can possibly succeed if America does not keep her own economy strong. In a recent long, detailed League of Nations study it was observed that in the entire inter-war period international economic cooperation was most conspicuous by its absence. Not a single national statesman of any country was prepared to do anything along the lines of international economical cooperation, almost wholly because he did not have for his people at home a sound, healthy, vigorous economy that would permit him to move on to try to solve problems in the next field.

What was the trouble?

There was no real assurance for any of them that security and adequate employment could even be maintained at home.

That is why economic vigor and health at home is the *sine qua non* for our cooperation with the rest of the world. If we have that, then and only then, does the world have a chance to sell the raw materials which we need and want, which are mostly non-competitive, and which are not subject to tariffs when they are brought to our shores.

Only with the high incomes too, that flow from high production, will there be large purchases of finished products against which tariffs are generally levied. Bad times promote no large purchases of these goods. Then it makes



TWO OF THE EARLY BIRDS

Harry E. Reed (left), director of livestock branch, production and marketing administration, Department of Agriculture, and C. A. Wood, Carstens Pkg. Co., Spokane, Wash., hold a discussion.

no difference whether the tariff is high or low. "Good times" will promote large purchases of these goods; then tariffs may sensibly be lowered further to enlarge purchases.

The next course we should pursue is founded on the fact that strength for the United States is a recipe that we must propose for all other nations of the world too—whether allied, friendly, occupied, or defeated.

All Nations Need Strength

We know peace is not divisible. We know peace requires economic health. I must suggest, parenthetically, that when the index of industrial profits in Germany fell in 1931, the League of Nations figured to minus 161 of the normal, in our country it fell to minus one-half of 1 per cent, and in 1932 to minus 110. We get some notion of why economic progress in that sector is important if we are to have a continuation of peace. Economic progress and strength, therefore, must be promoted everywhere. For those who have justly wished the potential of war plucked from our late enemies, it is right that that course should be pursued. The

guilty quickly should be punished. But with that done, the United States must reinforce, by extending a lifting hand to those to whom we must give encouragement if peaceful leadership is to produce in each country the beginnings of a lasting peace.

We in the United States, in the first half of this year, did adopt a rounded international economic program.

It included adoption of the two Bretton Woods financial institutions, the enlargement of our own export-import banks' loanable funds from \$700,000,000 to \$3,500,000,000, and the trade agreements measure, which was renewed with the new provision that 50 per cent tariff reductions could be made, and made from rates as they stood at the end of 1944, instead of limiting them to 50 per cent of the tariffs as they stood in 1934 when the act was first adopted.

What remains to be done? One requirement is the unification of the countries of western Europe into some kind of association of European states to achieve a greater measure of cooperation and lessen friction, political trouble, and war. May I here suggest that the song, "There will always be an England," at least pays tribute to the nation-building qualities of that people. There has only been one United States of America, but I believe it was the Third Reich—the third, and it lasted only 12 years. I submit that the United States, on the basis of its fine record, can urge for these western European countries, and can urge with firmness, that they move towards unity. I am sure our good friends, the Russians, expect and propose this for the smaller group of friendly nations with which, much earlier than the present, they have been the national leaders.

One final specific proposal I would make.

Expensive Self-Sufficiency

It is not, as Secretary Morgenthau has suggested, that Germany be made over into a self-sufficient agricultural nation. Why? Hitler had to assure his people, not only the dramatic line of modern armaments he first displayed in going into the Rhine, but he had to assure them food to eat despite re-imposition of the blockade of Germany

YEP, THAT'S MY NAME

Sporting newly affixed badges is this trio of executives from the Omaha Packing Co., Boston, Mass., (l. to r.) Edward Neafsey, vice president; H. Karp, secretary, and Edward Karp, treasurer. Conventioneers who registered early (before the convention) received special hand lettered badges; later signers settled for the typed kind. All were easily readable.



that would surely come with war. As a result, prices for basic foods—wheat, pork and lard—in Germany and in Italy, rose to extremely high levels. Only such prices could call forth the last bushel or acre of grain, the last possible pound of vegetable and animal fats and oils, and meat, or tragically, to any sensible diet, still more grain substitutes for meat.

The people in Germany, France and Italy, squandered in these high prices, no less than \$1,500,000,000 a year above what they would have had to pay had they been permitted to buy them from the rest of the world and at the prevailing prices from the world's efficient, surplus-producing countries. Agricultural adjustment in a world of good sense should not be made in the efficient surplus-producing countries—Argentina, Australia, Canada, and the United States; economists point out it is the inefficient countries that should make such readjustments. These are the countries of the world's one great agricultural deficit area—the countries of western Europe. While they were embarked on these grotesque uneconomic policies, we had to proceed in making benefit payments that approached \$1,000,000,000 a year. Surely a terrible and costly war is price enough to pay finally to tear down the wall between the flow of products from the United States to western Europe. The result will not give us Secretary Morgenthau's food self-sufficiency to Germany, but it will give Germany cheaper food as long as she holds the peace and then the peace can be enforced by the finesse (I like to call it remote control via logistics) of continued control of the seas without re-

quiring forever the necessity of policing Germany on the Rhine, and in Berlin and Munich.

These, then, I think, are some of the goals for which we must strive to win prosperity at home with peace, and to win peace abroad with prosperity there.

CHAIRMAN FOSTER: When I see that two speakers from the sovereign State of Minnesota are included in successive positions, I am tempted to believe that a certain prominent man in the meat packing industry from Austin, Minn., may have had a hand in it. Certainly, if he had anything to do with the suggestion that Dr. Uppgren appear on our program, he is entitled to our sincere appreciation.

Our second Minnesota speaker this morning represents the first Minneapolis congressional district at Washington; but, in a broader sense, he represents the interests of a large and highly important national segment of American agriculture.

When the perilous position in which the livestock and meat industry found itself reached the attention of Congress this year, Congressman Andresen was named on the highly important food investigating committee, at that time headed by Secretary Anderson.

Congressman Andresen was born in Illinois. He studied in Minnesota, receiving his degree from St. Olaf College. He later attended St. Paul College of law. He was elected to Congress in 1925, serving until 1933. He was re-elected in 1935 and has served in Congress since that time.

The subject of Congressman Andresen's talk is "Food Problems Ahead."

RECONVERSION BEING SLOWED BY STRIKES, ANDRESEN DECLARES

AUGUST H. ANDRESEN: First I probably should correct my location in Minnesota. While I have every respect for Minneapolis, I don't represent the Minneapolis district.



A. H. ANDRESEN

I am very happy to be on the program here today, and want to thank your committee for putting me here in this position in connection with your business session. Naturally, I am pleased that three members of your program are from Minnesota. I always knew Minnesota had something on the ball.

That was on the football, but now I find out that we have something on the ball when it comes to the packing industry, and we are proud of it.

I listened with a great deal of interest to the remarks of Dr. Uppgren, but I was somewhat surprised that he mentioned that he had a deep freezer and that he had to suffer with the rest of us during the shortage of meat. I know we went for two months without any meat down in Washington not so long ago. Now we are happy that the members of your industry are again providing us with certain cuts which we enjoy.

One particular reason why I accepted the invitation to be with you on this occasion, is the fact that I am a member of the committee on agriculture in the House of Representatives. I have been for nearly 20 years. This committee has charge of nearly all legislation affecting the welfare of the packing industry.

Interested in Agriculture

During these 20 years I haven't had a chance to meet very many of your people before our committee on agriculture, and so I thought that this would be a good time to come out and talk with you in regard to some of your problems of the present day, and things that may affect you and your industry in the future.

My experience in political life has been such that I have always found that there are men who might be termed "demagogues," who take the packing industry for the scapegoat. This is a very popular pastime. How much you are going to remedy it is a matter of public opinion.

Your Institute has done a splendid job in bringing information to the people on your industry and what you are producing for their welfare.

I know that there is a difference of



LENDING THEIR PRESENCE TO A BUSY SCENE

The registration floor was crowded with prominent industry personalities, including such representative groups as (l. to r.) L. O. Alkire, sausage superintendent, Swift & Company; L. E. Kahn, vice president, E. Kahn's Sons Co., Cincinnati O.; R. H. Gifford, manager branch house sales, Swift & Company; Carl W. Dipman, *The Progressive Grocer*, New York City, and S. M. Weir, branch house sales, Swift & Company.

opinion among the men in your industry. You have the big packers (as old Senator Johnson from Minnesota used to say, when he was in the U.S. Senate), and you have the little packers. I know that there is keen competition between the men in the industry, but, after all, your industry is one important unit in our American economy.

I hope that after this meeting, when we have important bills before the Committee on Agriculture in Congress, that we will have the pleasure of seeing more of all of you, both the big packers and small packers, so that we can learn about your problems. Because after all, the way things seem to be lining up today, the trend is toward more government regulation over the affairs of our entire American economy.

Should Government Master?

I selected as my subject today, "Food Problems Ahead." But after I looked at my speech, I came to the conclusion that I had made a mistake in the title. It should have been, "Shall the Government Be Your Master, Or Your Servant?" So I hope you will ignore that title. Titles don't mean very much anyway.

At the outset I want to express a word of praise and commendation to the men and women in the meat packing industry for the outstanding job they have done during the past four years in fully meeting all requirements for the nation's war effort. Notwithstanding many ruinous and ill-advised bureaucratic regulations, your industry, in cooperation with producers and handlers of livestock, has delivered the food to our fighting men on the battlefronts of the world, to our Allies, and to the civilian population on the home front. Your industry, employees and management, deserve the grateful thanks of your government and the country for a vital job "well done."

The sudden termination of the war has brought our country face to face with many serious domestic problems.



THE MOUND CITY WAS WELL REPRESENTED

From the Laclede Pkg. Co., St. Louis, Mo. came (l. to r.) A. G. Ackermann, jr., assistant superintendent; A. G. Ackermann, president; Mrs. A. G. Ackermann; Mrs. C. M. Hancock, and Mr. Hancock, general sales manager.

Amongst them are strikes and labor unrest; scarcity of certain raw materials; and the failure of government executives to recognize that business and industry cannot long survive if forced to absorb increased production costs, without receiving compensatory increases in selling prices. Unless these factors are promptly recognized and corrected by those who make the policies for our country, reconversion to peacetime economy will be retarded for many months, unemployment will become staggering, and fuel will be added to the inflationary spiral because of heavy demand for decreasing supplies of consumer goods. We must produce in abundance to win the battle against inflation.

A few months ago the country looked hopefully and encouragingly toward Washington for constructive guidance from the new leadership. A leadership, as many then felt, which would stop waste and extravagance in government spending; which would remove harmful bureaucratic obstruction and give agriculture, industry and business the "green light" signal to reconvert from war to peace and provide employment for millions of workers (yes, 60,000,000 if they wanted to work), at an American scale of wages.

The new leadership made liberal use of the broom by sweeping out many "crack-pots," and the country was encouraged to speed forward with reconversion. And then came the let-down, and politics "first" has been and will continue to be the order of the day. Uneconomic policies are being revived and given new life. Political promises for economic security to gain votes for the future, with intrigue and maneuvering, are now the first order of business in Washington.

A United Team Needed

The American team which won the war, was a united team determined to win the victory. This team, with the same determination and unity, could win the battle on the domestic front. But such is not to be the case. New rules, or old ones have been revived, and substitute political players have displaced the American unity team. Class hatred is being engendered. The American team to win the battle on the home front has become disorganized, and we are losing the fight for speedy reconversion to the serious detriment for the future of our American economy.



PROMINENT INDUSTRY FIGURES IN HUDDLE

Scene at luncheon meeting of board of directors, showing John Holmes, president of Swift & Company, facing the NP camera.

The present state of economic chaos, can only lead to greater confusion and eventual disintegration of business and industry. Such a situation will surely intensify the continued demand of power-hungry demagogues for government bureaucracy to regulate permanently the minutest detail of every individual's life and business. Did it ever occur to you, that what is taking place in the nation's economic life today may, "have been purposely planned that way." Time and events will soon record the direction in which we are traveling.

I am not willing to sacrifice the American system of enterprise or our form of government on the altar of political manipulation and chicanery. Stating it frankly, it should be the first concern of every American to save our country, its institutions and way of life. It occurs to me, that the war which has just been won, was fought for these lofty ideals. This is no time for complacency. This is the time for action for every citizen who believes in America.

You are, no doubt, asking what you can do about it. In answer to such a question I would like to ask each of you a question. How many of your 2,000 members know their representatives and senators in Congress? If you know them, how many of you are sufficiently acquainted with them so that you can present your problems to them? It must not be overlooked that, as a last resort, your Congress is the only constitutional body that can save our country, its form of government, and keep secure the system under which all Americans must live and conduct their affairs. Your Congress is the only agency that can save our democracy and free our people from the shackles of unjust and continued bureaucratic domination. I am speaking in plain language because I do not want to be misunderstood.

Control of Congress Sought

Why is it that certain active and vocal minority groups seek to elect a majority of their associates and fellow-travelers to Congress? The answer is obvious. Give such a group control over the legislative body, and they will control the lives and business of every American. It is therefore your business to become acquainted with your representatives in Congress, and to ascertain if they are working for the best interests of our country. You cannot expect a majority in Congress to legislate intelligently, unless the membership is thoroughly familiar with the problems of your business. It is up to you to provide your representatives with honest and intelligent information in regard to your business. This is a matter of proper public relations which is greatly deficient in many important industries.

The livestock business is the largest and most essential industry in our American economy. Producers, distributors and processors of livestock and livestock products have a common in-



BUSY WAS HARDLY THE WORD FOR IT

The hour immediately before the opening session of the 40th annual AMI convention developed into a beehive of activity at the registration desk as members signed on the dotted line and received their identifying badges

terest. They should work together. Without adequate supplies of livestock, processors and distributors fail, and the civilian population suffers. It therefore seems to me, that processors should encourage every constructive effort for abundant production of all types of livestock by farmers and ranchers on a profitable basis. The livestock producer takes the greatest hazard. Without his contribution there would be no packing industry.

I am convinced that a program can be worked out between producers, distributors and processors which will assure an even flow of livestock products from the farm to the table at reasonable prices to consumers, and assure profitable operations for those who raise and process the livestock. Here again, you have a matter of public relations to bring about an understanding which will be in the interests of the public welfare. Unless steps are promptly taken to bring about such a coordination of effort, it will not be long before "blue-printers" in Washington intensify their demand to socialize or regulate your industry on a permanent basis.

There should be little or no difference of opinion amongst the processors in this country. Your problems are all of a common nature. Your business has become one of the most highly regulated industries in the United States. It is largely interstate, and therefore, your Congress and the federal government are the potent factors shaping policies to control and regulate all matters in the industry.

Your executives and attorneys spend most of their time coping with execu-

tive orders and directives from Washington. These directives are often promulgated by bureaucrats who have little or no understanding of the many intricate problems in the production, processing and distribution of livestock products. It is not necessary for me to go into details, or cite illustrations. All of you have enjoyed the experience of running the gauntlet of Washington bureaucracy. Cumbersome procedure, buck-passing and long delays by executive agencies prevent you from securing adequate recourse in the courts. At the present time, your only hope for justice lies in the hands of an understanding Congress.

Now to Win the Peace

The war has been won. It is now the duty of every American to direct his energy for reconversion to a peacetime economy. The strength of our leadership in world affairs will depend upon our ability to demonstrate to the world that we can adjust our domestic problems in a spirit of proper understanding, and go full speed ahead in the production of goods and services to supply an ever-increasing civilian demand.

The present day strikes and labor disputes are retarding reconversion. This is no time for jurisdictional strikes between unions. When it comes to disputes over wages, the American laboring man is entitled to receive compensation that will maintain for him and his family a full American standard of living. Disputes over wages and working conditions should be settled between the employer and his employees and not in Washington. This is the

American way. However, it now appears that all wage and labor policies are to be dictated from the nation's capitol by the chief executive himself.

If and when this is done, it must be recognized as a fundamental policy that most employers of labor are not financially able to absorb this increased cost without going broke. It should therefore be elemental, even to a bureaucrat, that no business can long survive unless all costs of production, plus a reasonable and equitable margin of profit, are included in the sale price of products. Therefore, a high wage scale for American laboring men, which most of us believe desirable and necessary, should include reasonable profits for producers, business and industry. Without profits, there will be no one to bear the high tax burden which must of necessity be maintained in this country for many years to come.

Time will not permit a discussion of many important matters before Congress. I will only mention a few. The matter of agricultural surpluses is now commanding our attention. This problem is vital to American producers and should have your cooperative assistance for a solution. The question of changing the parity formula so as to include all farm labor costs will be passed upon by the present Congress. The matter of eliminating subsidies and roll-backs, which were resorted to for political expediency in 1942, will also be discussed. A special marketing committee will soon begin a thorough investigation covering all branches of food as it goes from the producer to the consumer.

Believes OPA Doomed

The price control law expires on June 30, 1946. In my opinion, the OPA will not be continued, unless in greatly modified form. This agency is not popular with Congress nor with the people. Of course, no one with the exception of idiots would want a disastrous inflation to overtake the people of the United States. However, I am convinced that many of the policies of the OPA have purposely fostered inflation by placing obstructions against the production of essential commodities. When the price control law was enacted by Congress, it specifically required the executive to follow customary business practices and permit fair and equitable margins of profit for producers.

The OPA, in most instances, utterly disregarded this intent of Congress. This agency not only disregarded the intent of Congress, but also sought to set aside the laws of nature in the production of livestock and food. I do not know of any other agency in the nation's capital that has engaged in more double talk and more double cross than has been done by the OPA and its officials.

We are now returning to a peacetime economy, and if we are to maintain our American system of free enterprise and opportunity, there must be less planning and ruling from Washington. Whatever planning is found necessary

THEY SHUFFLED OFF FROM BUFFALO

A trio of top men from the Danahy Pkg. Co., Buffalo, N. Y., pictured shortly after receiving their badges at the AMI registration desk: (l. to r.) James J. Cuff, general manager; S. Edgar Danahy, president, and George F. Kaehler, general superintendent of the well-known Buffalo company.



by your Congress should be of a constructive and cooperative nature.

Yes, there are food problems ahead. Problems to provide a ready and profitable market for an increasing supply of livestock and livestock products. Problems of reaching a better understanding with your employees and your competitors in the packing industry. They are all a part of your industrial team. And last, but of greatest importance, is the problem of getting better acquainted with, and, presenting understandable facts in regard to your industry to those who are charged with the responsibility of enacting laws to govern our country. The officers and representatives of your Institute are doing outstanding work, and they are contacting your representatives in Congress, but more can be done by full and active cooperation of the membership.

The industry in which your members are engaged is a vital and honorable business. I am convinced that the rank and file of your members and other packers are striving in every possible way to conduct their business in a legitimate and honorable manner. You are serving the public. You perform an essential service for producers and consumers.



MEAT RATIONING CHIEFS

On hand from the Office of Price Administration were J. E. Kelly (left), director of food rationing, and Leon Bosch, associate director.

While your industry is subject to close scrutiny by the public, I want to say again that both employees and management in the industry deserve the appreciation of the people for the magnificent job you have done to meet public and government requirements. May your difficulties be adjusted so that you can be of greater service to the people, and in such manner make a larger contribution to the future security and progress of our great country.

I fully recognize that your time is largely engaged in handling the affairs of your business, but to make yourselves secure as individuals and to make our American system of opportunity secure, you as individuals and industry must go out in the field of American government and resist those who believe in our American government and in our free enterprise system, to protect and to save it, so that we, as a nation, may go forward under a democracy with the free enterprise system continued and with equal opportunity for all.

CHAIRMAN FOSTER: I am sure that all of us here have been impressed by the soundness of Congressman Andresen's remarks in connection with this informative speech he has made here this morning, and I think we should be impressed too with the importance, in these times, of keeping in closer touch with Washington through our Congressmen and U.S. Senators. I dare say that if I should ask some of you members here this morning to name three or four congressmen from your state, you would be lucky if you could name the congressmen from your own district. Undoubtedly we will need the time when it will be necessary to keep in closer touch with Washington as has been so plainly pointed out to us here in this address of Congressman Andresen.

Before proceeding with the program any further, I want to name the nominating committee. The members of the committee appointed are:

Henry L. Coffin, chairman, Gilman Packing Co., Yakima, Wash.

J. W. Christian, the Cudahy Packing Co., Chicago.

Paul Cornelius, Cornelius Packing Co., Los Angeles.

F. S. Dick, Kuhner Packing Co., Muncie, Ind.

S. Dillon Foss, Nichols-Foss Packing Co., Bay City, Mich.

D. R. Howland, Miller & Hart, Inc., Chicago.

J. H. McCall, J. H. Allison & Co., Chattanooga, Tenn.

Don Nebergall, D. E. Nebergall Meat Co., Albany, Ore.

Howard H. Rath, Rath Packing Co., Waterloo, Ia.

J. L. Roberts, Georgia Packing Co., Thomasville, Ga.

George A. Schmidt, Jr., Stahl-Meyer, Inc., New York.

F. W. Specht, Armour and Company, Chicago.

J. C. Stentz, John Morrell & Co., Ottumwa, Ia.

F. A. Vogt, F. G. Vogt & Sons, Inc., Philadelphia.

A. D. White, Swift & Company, Chicago.

Edward F. Wilson, Wilson & Co., Inc., Chicago.

An event on the program to which we have all learned to look forward is the annual address of our president. From many years of close relationship with our trade association, I can assure you that his is not an easy job. He does not look for easy jobs. His management of the American Meat Institute during the wartime years has been proof of his ability and judgment. Our speaker during the past year has been recognized in his field by his election to the presidency of the American Trade Association Executives, the nation-wide organization of trade associations covering all types of manufacturing and distributing industry and business. I hardly feel that I need however, to introduce our president, Mr. Wesley Hardenbergh, who will now address us.

INDUSTRY'S PUBLIC RELATIONS TO NEED GUARDING IN FUTURE

PRESIDENT WESLEY HARDENBERGH: I am not from Minnesota, although I wish I had the logic and eloquence of the men from Minnesota whom you have heard on the program today.



HARDENBERGH

In addressing this distinguished group in past years, I repeatedly have been impressed with your attentiveness, your receptivity, and your patience, no matter how long the talk or how late the hour. I have appreciated greatly the opportunity to address you and only trust that you have been able to find some little thing of interest or value in what I have said.

Your generous response last year to my appeal for support of a broadened program of research thrilled and gratified me; and I trust, and sincerely believe, that your support will be rewarded in full measure in due course. A full report of the status of the American Meat Institute Foundation, which has been made possible through your generosity, will be presented at some future date.

In planning our program for this year's Annual Meeting, we felt that, in view of the broad problems confronting our industry and all industry generally, we could serve our members best by providing talks that, for the most part, were rather broad in their scope and at the same time informative and interesting. You already have heard some that

were of that character. We feel sure you will find the rest of them so.

In appearing before you today, I plan to comment briefly on some of the problems facing this and other industries, with special emphasis on the subject of public relations.

In the past year, in addressing various groups of trade association representatives through the country in my capacity as president of the American Trade Association Executives, one of the things I have emphasized as being highly important for every industry is a broad program of public relations to insure that the industry or business concerned is placed in a proper light before the public and before the world.

Importance of Public Relations

I believe that good public relations not only are desirable for other industries, but absolutely essential to our own, situated as it is, between the consumer on the one side and the producer on the other, and handling a product which is virtually a necessity; which represents one-fourth of the consumer's food budget, and which, therefore, is peculiarly sensitive to public opinion.

It seems probable that during the next few years public relations will be of greater importance than ever. Wars in the past sooner or later have been followed by readjustments which usually have brought periods of stress and strain. It is in periods like that that good public relations seem hardest to achieve.

If such a period comes after the war just ended, it seems probable that it will be more difficult than it normally is to maintain good public relations, not only because of the stupendous scale of the conflict and the enormity of the dislocations caused by it, but also because of some of the developments which preceded the war and continued during the conflict, such as the attacks on business, the development of class antagonism, the challenging of industrial profits that are so essential in attracting continued investment and capital; the promotion of the false philosophy that people can, and should, get something for nothing, etc.

Basis of Public Thinking

Basically, what the public thinks of an industry is determined, first, by what that industry does and the way in which it conducts itself, and, second, by what the industry does to make its good conduct known.

To have good public relations, an industry must deserve good public relations. It must contribute to the public welfare through good, efficient, and useful service. It must deal fairly with those from whom it buys and those to whom it sells.

Measured by such a standard, the meat packing industry must rank high in the opinion of those who know the facts, because its honest, efficient service entitles it to rank high.

But not everybody knows the facts.



MAKING AN AUDIT OF THE FISCAL SITUATION

These gentlemen are all experts at interpreting facts and figures. They comprise the AMI auditing committee which met the day preceding the yearly convention.

Some people are not in position to know the facts. Some people are prejudiced; some may not be interested in learning the facts.

Moreover, the business of meat production is a rather complex process. It extends over a wide area, stretching from the farm to the retail store. Many people simply do not understand it.

So, even though the industry deserves good public relations, it does not always have them. This happens, not only for the reasons I have suggested, but also because at times some individuals in the industry do not realize, or do not keep in mind, the necessity for good public relations.

Little Slips Cause Bad Feelings

Thus, a livestock buyer, by failing to appreciate the sensitive pride of a man or a boy in the livestock he has grown, may unwittingly cause hurt feelings.

Or the truck driver who does not at all times observe the courtesies of the road may make many enemies for the company which employs him.

Company representatives who come in contact with the public can be surly or genial, and can make many enemies for the company more easily than they can make friends.

Individuals answering a telephone can leave a good or a bad impression with the caller.

Salesmen can make the dealer mad or keep him happy—and his company benefits or loses correspondingly.

Practically everybody associated with a company can, by his action and attitude, help or mar the company's public relations.

In our industry, there seems to be three or four principal sources of misunderstanding—and misunderstanding usually nurtures poor public relations.

One kind of misunderstanding arises out of the complexity of the industry. An illustration is the inability of people not acquainted with the reasons for it, to understand why beef animals should sell for only, say, 15c when beef may retail for twice that much or more per pound.

Live and Dressed Prices

They do not realize that only about half the steer is beef and that the rest of it is by-products and unrecoverable waste, the returns from which usually do not bring much more than enough to pay operating and selling expenses and sometimes not even that much. Packers know that this means a wholesale cost of beef at around twice the live cost per pound, but the public doesn't. Similar misunderstanding exists with respect to the price of cuts such as steaks, chops, ham, bacon, etc., which constitute but a part of the meat animal.

And during the last couple of years, a new factor has been introduced which makes it even more difficult for the public to understand the economics of the meat business—the livestock slaugh-



A SEXTET OF EASTERNERS WHO ATTENDED MEETING

Packers from all sections of the country converged on the Stevens hotel during the AMI meeting. Among easterners present were (l. to r.) John J. Snigoraki, treasurer, Essem Pkg. Co., Lawrence, Mass.; Frank Wardynski, president, Wardynski & Son, Buffalo, N. Y.; Stanley Meisser, president, Essem Pkg. Co.; J. Sabean, eastern representative, John E. Smith's Sons Co., Buffalo; Ed. Sahlen, president, Sahlen Pkg. Co., Buffalo, and John Beck, president, Beck Provision Co., Buffalo.

ter payments, miscalled subsidies at times. These payments, in large part, are made to offset the rollback in wholesale and retail meat prices made back in June, 1943, but I seriously question whether one per cent of our population

could explain them at all correctly.

Then, too, misunderstanding arises over the industry's profits. Ours is a large industry, with a tremendous output. It is now a \$6,000,000,000 industry. On that volume of business even a modest rate of return yields a profit that seems large in the aggregate—and our rate of return is exceedingly modest; too small perceptibly to affect the average person's daily purchase of meat; too small for the best interests of those whom the industry serves.

With a volume of \$6,000,000,000, a return of 1 per cent on sales, which is larger than our industry earns some years, would yield \$60,000,000—a huge sum in the aggregate, but in reality a very small return, as may be shown by comparison with the profits earned by a retailer or a farmer or anybody else doing a business of \$50,000 annually, who would earn, at the same rate of return, a profit for the entire year of only \$500.

Nevertheless, politicians, labor leaders, and others at times create serious public relations problems for the industry by misrepresenting or misinterpreting its profits.

The industry, including your Institute, perhaps has made a mistake in the past by stressing the lowness of our profit rate and by failing to place sufficient emphasis on the efficiency of our service to both producer and consumer.

On the one hand, the American meat packer, to use the words of one of our leaders, has made the farmer's hog as negotiable as a Victory Bond, and, on the other, in normal times has made



TWO LUCKY BUCKEYES

Two Ohioans who attended the conclave were R. C. Theurer, president, and I. J. Norton, both of the Theurer-Norton Provision Co., Cleveland, O.

meat available to the consumer wherever he has wanted it, in the form he has wanted it, with an efficiency matched by few other industries, and surpassed by none.

We, perhaps, have been too modest for our own good.

By and large, however, the industry, judged by past standards, has done a pretty good public relations job. One need only look back two or three decades to see that great progress has been made. And it is a fact that our public relations program is highly regarded among disinterested observers. We need to keep it so.

The trend of the times makes it increasingly important for industries—and for individual companies—to think in terms of public relations far more seriously than in the past, and of the effect what they do will have on the public. For public relations have become more important than they used to be. We are living in the beginning of an era of public relations consciousness.

We must remember that good conduct, which is the basis of good public relations, means not only fair dealing, efficient operation, and honest management; it also means that the industry so conducts itself in its contacts with producers, retailers, consumers and competitors, that possible causes of ill-will are avoided, and existing sources of misunderstandings and ill-will are erased.

More Care is Needed

As an industry, we've got to watch more carefully even than in the past, our relations with the public, improve them where we can and where they need to be improved, and do a better job than we have in the past of acquainting the public with the marvelously efficient job which the industry does.

One of the first steps toward accom-



AS SAUSAGE AND CASING COMMITTEE CONVENED

Several committee meetings preceded opening of annual conclave by a day, among them being a session of the sausage and casing committee. The speaker is L. O. Alkire, sausage superintendent, Swift & Company

plishing this, it seems to me, should be to encourage a greater consciousness of the need for good public relations throughout our organizations and for improved programs for achieving good public relations.

The dividends of better understanding arising out of the industry's participation in the activities of such groups as the National Live Stock & Meat Board makes it plain that we should make every effort to work more closely with those from whom we buy and those to whom we sell, to the end that there is better understanding of one another and of our mutual problems, for better understanding will pave the way to better relations.

Our public relations, important as they are, represent only one of the many subjects in our minds today. In touching on some of the others, it is perhaps logical to go from public relations to governmental relations.

First, let's talk about OPA restrictions for a moment. It seems likely that rationing controls will be off by or before the first of the year. It seems possible that price controls will not be removed completely until June 30, when the act extending the life of the OPA expires. Even though Mr. Bowles is impressed with the need for a continuation of price control beyond June 30, most observers seem to feel that Congress probably will not extend the act beyond the present expiration date.

Need for Price Control

I think our industry should be slow to urge complete removal of governmental price controls from meat until supplies are in considerably better balance with demand than they are today. Otherwise there are likely to be advances in prices to levels which at some future time may create a severe hazard and cause misery when they decline. By next spring, supply and demand are expected to be in better balance, paving the way for complete removal of controls by July 1, 1946.

Mr. Bowles once charged that we were trying to wreck price control, but that was not accurate; we were trying to obtain simple justice, an effort in which we still are engaged.

I think neutral observers will agree that no other group, agency or instrumentality of government contributed an iota as much to uphold price control and rationing insofar as meats were concerned as did the reputable meat packers of this country. Instead of wrecking price control, they kept it from being wrecked.

Regardless of the time of removal of the price and rationing controls, there are other governmental controls which will remain, and I think it safe to predict that in the years to come we shall have far more regulations than before the war and that we shall have to learn to live with them.

Still on the subject of controls, the



PLANS OUTLINED FOR RESEARCH FOUNDATION

View at the AMI Foundation luncheon, held on the opening day of the convention, showing some of the prominent industry personalities in attendance.

question of livestock prices represents a real problem.

As a result of the Steagall amendment the Secretary of Agriculture is required to support hog prices through "a commodity loan, purchase or other operation" . . . "until the expiration of the two-year period beginning with the first day of January immediately following the date upon which the President, by proclamation, or the Congress by concurrent resolution, declares that hostilities in the present war have terminated."

The current parity price of hogs on a Chicago basis is about \$13.00 per live cwt. Ninety per cent of parity puts the support level at close to \$12.00 per live cwt., Chicago basis, and it may go higher, for many observers expect an increase in the index of prices farmers have to pay for commodities they buy.

It is imperative, in our opinion, that action be taken by the government to assure hog producers this guarantee without jeopardizing the meat packing industry's narrow margins, and without the government becoming the owner of a lot of perishable product that it may not know what to do with. From such study as our committees have given the problem, the only sound solution is for the government to let market prices fluctuate freely with changing supply and demand factors, making up differences between a possible lower market price and the support level by direct payments to hog producers.

The Problem of Labor

One of the greatest problems facing all American industry today, of course, is labor. I think that one of our speakers tomorrow plans to touch on this subject, so I shall not go into it further except to say that relations with employees deserve the most careful, continuing consideration; that, to a considerable extent, they eventually simmer down to a question of human relationships, and that the efforts of both labor and management in industry generally, should be directed toward the development of a relationship that will encourage a high degree of productivity, without which we cannot—labor itself cannot—have the volume of goods which represents the real basis of our national wealth and well-being.

Another subject of great interest to this industry is the question of post-war employment and income. The amount of our post-war national income will have a highly important bearing on meat consumption.

In this connection, it is interesting to note that a study by the United States Department of Agriculture predicts, for 1950, assuming we have a national income of \$150,000,000,000, a consumption of meat per capita of 160 lbs. This would compare with an average of 139 lbs. per capita during the pre-war period and 150 lbs. last year.

During the war, our aggregate meat production has been from 40 per cent to 50 per cent higher than during the pre-war period. This increase in pro-

CAUGHT BY THE FLASHLIGHT HERE AND THERE

1. On hand for the first meeting were Louis W. Kahn, president, and Louis E. Kahn, vice president, E. Kahn's Sons Co., Cincinnati. The younger Mr. Kahn was recently released from the Army.

2. J. V. Snyder, general superintendent, and J. C. Stentz, first vice president, John Morrell & Co., Ottumwa, Iowa.

3. H. McCaw, manager, provision department, and S. W. Lund, vice president, Swift & Company.

4. Included in this confab are C. T. Marsau, export manager, Rath Packing Co., Waterloo, Iowa; E. B. Ogden, jr., Ogden & Co., Havana, Cuba, and John W. Rath, chairman of the board, Rath Packing Co. Mr. Ogden is the Rath representative in Cuba.

5. W. R. Sinclair, president, Kingan & Co., Indianapolis, Ind., and G. B. Thorne, vice president, Wilson & Co., listening to a story told by W. S. Nicholson, vice president, Wilson & Co.

6. This smiling pair is A. F. Goetze, president, Albert F. Goetze, Inc., Baltimore, and Oscar G. Mayer, president, Oscar Mayer & Co., Chicago.

7. From the Hoosier state came Carl Valentine, president, Valentine Co., Inc.; W. G. Rockwood, sales manager, and John D. Royer, secretary-treasurer, Home Packing Co., of Terre Haute, Ind.

8. Lincoln D. Jones, Philadelphia representative, AMI, and Paul Cornelius, president, Cornelius Packing Co., Los Angeles.

9. R. T. Foster, manager, Sioux Falls plant, John Morrell & Co., and R. C. Pollock, general manager, National Live Stock and Meat Board.

10. Hugo Slotkin, vice president, and his father, Samuel Slotkin, president, Hygrade Food Products Co., New York City, going to the AMI board of directors luncheon.

11. A. C. Hofmann, president, Hofmann Packing Co., Inc., Syracuse, N. Y., and

Earl Thompson, president, Reliable Packing Co., Chicago.

12. In a jovial mood are J. W. Coffman, manager plant operations, Kingan & Co., Indianapolis, Ind.; R. W. Record, of the president's office, Swift & Company, and R. W. Ransom, superintendent of technical operations, John Morrell & Co., Ottumwa, Iowa.

13. G. A. (Eddie) Althaus, vice president, Oscar Mayer & Co., Madison, Wis., and Lt. Col. Paul C. Doss, chief of meat and meat products, field headquarters, office of quartermaster general, who leaves for Europe next month.

14. R. J. McLaren, packinghouse architect, Chicago, listening to Geo. A. Schmidt, Jr., vice president, Stahl-Meyer, Inc., Brooklyn, N. Y.

15. From the far West came A. V. Ross, superintendent, Gibson Packing Co., Yakima, Wash.; K. J. Maxwell, manager, Cassens Packing Co., Tacoma, Wash., and Henry L. Coffin, president, Gibson Packing Co.

16. Edward Hahn, owner, Edward Hahn Packing Co., Johnstown, Pa., a 50-year veteran of the meat industry, and George C. Hofmann, vice president, North Side Packing Co., Pittsburgh, Pa.

17. C. E. Field, president, and E. L. Nabauer, vice president, Field Packing Co., Owensboro, Ky.

18. Mike Lilienthal, the Lilienthal Co., Chicago by-products broker, and George W. Cook, president, Emmart Packing Co., Louisville, Ky.

19. J. M. Foster, vice president, and R. T. Foster, John Morrell & Co.

20. R. W. Unwin, superintendent, Reliable Packing Co., and E. T. Nolan, National Provisioner Daily Market Service.

21. Jerry Clair, vice president, and his father, Ed. T. Clair, president, Republic Food Products Co., Chicago.

duction was accomplished without much increase in plant capacity, which is an indication that the increased volume of production achieved during the wartime period represents a more efficient volume for the industry than the lower volume of the pre-war period.

High Volume Customary

Having become accustomed to a substantially larger volume of production during recent years than it had formerly, the industry will find it hard to return to the former level. We have become accustomed to a larger volume of operations and I, for one, hope that it will be possible to continue on that basis, because I believe it sound, not only for the meat packing industry, but for the livestock producer and grain farmer as well as for the consumer.

Another question in the minds of many in the industry is the status of foreign trade. Some experts in the industry with whom I have talked feel that the outlook for exports of American meat is not promising. Although

some American meat probably will be used for a time for relief feeding, it seems probable that during the next few years ahead, most of our meat will be eaten at home.

Many packers are wondering about the future of packaged frozen meats. I do not know the answer, but believe it holds important possibilities. The panel discussion covering this subject on the program tomorrow undoubtedly will throw some light on the subject.

Our canned meat production increased from around 400,000,000 lbs. annually before the war to 2,000,000,000 lbs. during the war. This probably constitutes the industry's greatest physical reconversion problem. A very substantial number of members has become engaged in canned meat production, and there can be no doubt that a growing consumer market for these products must, and will, be developed.

Many packers are wondering about lard—one of the most important products of the hog. It seems possible that sooner or later we shall run into sur-

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pluses of fats and oils. In this connection, I think it is fortunate that the industry has devoted so much time and effort during recent years to making better lard. Many packers have taken steps to turn out an improved product, and lard on the market today is by far the best product that has ever been offered to the American public. Through work in the Institute's research laboratory and elsewhere, ways have been found to make a lard that stands up favorably in comparison with any other product on the market and that, in respect of nutritional constituents, probably is superior to other competitive products.

There are numerous other problems facing the industry; but by far the most important one is the job we all have to do of reconverting our own thinking.

The war is over. In the past, wars always have brought profound changes and sweeping developments. That is sure to be so this time. One need only consider the possibilities growing out of the war-time development in the use of atomic energy to prove the truth of this statement.

During the past several years, the industry has become accustomed to operating under rigid price ceilings and other governmental restrictions. We soon shall be free from price ceilings and again operating under the law of supply and demand. Are we ready, as an industry and as individuals, to go back to our normal methods of operation? Are we going to like the new conditions which lie ahead?

I do not know the answer, but it does seem clear that we are on the threshold of a period of great change which will require the most careful planning and the most competent management to bring about successful operation and continued existence.

Threshold of Great Changes

As an industry, and as individuals, we must be alert. We must think ahead more than in the past. We must keep up with progress.

Now, while we seem to be in an in-between period, is the time to get our houses in order, the time to strengthen ourselves in every way possible for the stresses and strains which seem sure to come.

How can we do this? I do not know that I know all the answers, but here are some suggestions to consider, if you have not already considered them:

1: With reconversion going on all around us, let's be sure that we have reconverted our thinking, so that our mental attitudes are properly prepared and headed in the right direction. In times like these, it is easy to adjust ourselves too slowly.

2: Let's be sure we are doing all the things we should do, and getting all the help that is available to us.

In this connection, I want to suggest that each of you check carefully into the possibility of greater help

SOME QUARTETS AND A FEW GOOD TRIOS

1. This quartet includes Gus Wiehe, sausage maker, Eckert Packing Co., Defiance, Ohio; E. F. Parrot, manager, and L. G. Parrot, vice president, Parrot Packing Co., Fort Wayne, Ind., and E. L. Elbersen, secretary-treasurer, Eckert Packing Co.

2. N. Wertheimer, Miles Friedman Co., Chicago; Joe Hurley, Ready Foods Canning Corp., Chicago, and Miles Friedman, Miles Friedman Co.

3. H. B. Reed, sales manager of margarine, Cudahy Packing Co., Chicago; E. C. Young, jr., secretary-treasurer, E. M. Todd Co., Richmond, Va., and H. C. Errion, president, Taylor Provision Co., Trenton, N. J.

4. Raymond Zehnpeffennig and T. H. McGuire, research department, Wilson & Co., and G. J. Underwood and E. T. Wilander, naval stores department, Hercules Powder Co., Chicago office.

5. Henry D. Tefft, director of the department of packinghouse practice, AMI, with U. P. Reising, general superintendent, and C. L. Elpers, sales manager, Emge & Sons, Fort Branch, Ind.

6. M. F. Schneider, fresh pork sales, R. W. Pouk and J. J. McEncroe, pork and provision sales, all of Armour and Company, and D. K. Sanders, manager, pork division, Cudahy Packing Co.

7. W. J. Ryan, Preservaline Mfg. Co., St. Louis representative, was telling a story to James Frangoulis, president, Madison Packing Co., Madison Ill., John F. Jud, owner, Burnett Packing Co., Sedalia, Mo. and John F. Jud, jr., recently released

from service with the U. S. Navy.

8. H. Batt, general manager, Philadelphia Boneless Beef Co., Philadelphia, Pa.; Ray Paul, beef department, D. Kilpatrick, provision department, Rath Packing Co., Waterloo, Iowa, and C. Caporal, sales manager, Philadelphia Boneless Beef Co.

9. B. M. Wadsworth, vice president, Dismar Packing Co., Houston, Tex.; Dick Holman, owner, Ft. Worth Dressed Beef Co., Fort Worth, Tex.; Dick Snyder, general superintendent, John Morrell & Co., Ottumwa, Ia., and Joe Guminaki, owner, Superior Meat Co., Fort Worth, Tex.

10. C. D. Mullinix, Mullinix package division, Western Waxed Paper Co., Los Angeles, Calif.; Rudy Oberg, general superintendent's office, and Bob Carter of branch house provisions, a 50-year veteran, both from Swift & Company, and J. W. Haley, Central Waxed Paper Co.

11. This group of New Yorkers includes Joseph Kaufman, sales manager, Pyram Packing Co., Brooklyn; Eugene Walter, jr., Eugene Walter, wholesaler, Brooklyn; Nat Galvin, owner, Central Beef Co., New York City, and Peter A. Smith, president, Smith Richey & Co., Inc., Brooklyn.

12. G. P. Bates and H. A. Armstrong, AMI staff, getting some tips from R. D. MacManus, public relations department, Armour and Company, Chicago.

13. Pendleton Dudley, public relations director, Monica Clark and Betty Schmidt of the AMI with William F. Schludenberg, president, Wm. Schludenberg-T. J. Korda Co., Baltimore.

from the Institute than you now are getting. I urge this in no boastful spirit, but in a spirit of wanting sincerely to serve you.

3: As an industry, we must keep our sights on the targets of research, promotion and education which have been so helpful to other of our great industries, and must continue to strive for efficient and economical production and distribution.

Can our industry successfully solve the problems which it faces, and meet the challenge of the future?

If the industry will but use the tools at its disposal, there can be no doubt of its ability to do this. There is increasing evidence on every hand that this is being done.

In efficiency of operation, in ingenuity, in persistence, in aggressiveness and hard work, hardly an industry can compare with ours—and ours, with its high degree of perishability and its variable supply, is one of the most difficult to operate successfully.

Our industry, moreover, has a great asset in its relationships with other branches of the industry—the stockyards people, commission men, agricultural colleges and their extension staffs, the experiment stations, the various branches of our great U. S. Department of Agriculture, the producers, and the retailers. These relationships must be improved and strengthened.

If we do this, if we improve our public relations, if we continue to promote our product properly, and to use the other modern tools that are at our disposal, then this great industry—great not only as to volume and function, but also great as to the service which it renders—need not fear the future, but, on the contrary, see in the clouds of today, the bright rainbow of greater promise for tomorrow.

CHAIRMAN FOSTER: Thank you, President Hardenbergh. I want to reiterate what I said in my opening remarks about the service that President Hardenbergh and his staff have rendered to this industry during the past very difficult years.

CHAIRMAN FOSTER: At each annual meeting of the Institute we provide a place on the program for an important feature.

I am referring to the honor and respect which the meat packing industry confers upon those loyal workers who have devoted 50 years of their lives in some branch of our industry. Those of us in this room, and the entire packing industry, are proud to greet the veterans who were able to attend this annual meeting and receive a gold token for their loyal and sustained performance in one of this country's greatest industries.

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ALL SET FOR BIG DAY AT THE STEVENS

Awaiting the opening of another informative session (l. to r.) L. M. Stone, superintendent of packinghouse operations, Kroger Grocery & Baking Co., Columbus, O.; W. O. Fraser and J. M. Eick, both of beef department, Wilson & Co.; John J. Madigan, back with Armour and Company after his wartime duties with the OPA, and Paul Thompson, cattle feeder, Clinton, Ia.

67 veterans have become eligible for 50-year honors. More than 2300 25-year workers have become eligible for silver tokens. Fifteen of the 50-year veterans have signified their intentions to be here. As I read their names, will they please come forward and receive the industry's gold token. Those who are eligible for 25-year tokens will receive them through the mail.

The first name on my list of 50-year veterans is an old friend—Ed Waterbury. Ed, will you please come up?

Ed Waterbury is known to virtually all men in the packing industry, and respected by all those who know him.

A true veteran of our industry, Ed was born away back when the young men were still telling of their experience in the war between the states.

For three years in the 1890's he was principal of schools of Petersburg, Ill. Well before the turn of the century, he entered the meat packing industry, starting in the lard department. Soon he became manager of canned meats and barreled beef with Morris & Co. He was successively provisions manager, assistant to the president, and sales director. After the Armour-Morris merger his work was the coordination of the two organizations.

He spent some time in Chicago as vice president in charge of the general provision department, and returned to South Omaha in 1931 as general manager. He retired in 1939.

But Ed Waterbury didn't stop there. With the coming of World War II, his

(Continued on page 126.)



50-YEAR MEN LINE UP TO GET THEIR AWARDS

Scene during closing moments of opening session as men who have served the industry for half a century assembled in front of speakers' rostrum to receive special pins in recognition of their long years of service.

VETERAN

FIFTEEN veterans of the meat packing industry were awarded the American Meat Institute's gold service emblem at the 1945 annual meeting. In addition, emblems have been mailed to 40 other persons who were not present but who have completed 50 or more years' service. Twelve men who completed 50 years during the past 12 months had already received their buttons, making a total of 67 during the past year.

Those receiving the service award at the American meat Institute meeting were:

Emil Deinert, Armour and Company, Chicago. His 55 years in the industry have been divided between Morris and Co. and later Armour when they took over the Morris interests, and he is now foreman of the canning and stuffing department.

Charles Eikel, Armour and Company, Chicago. He spent half a century with Armour, holding a number of positions, and was superintendent of their Chicago plant at the time of his retirement.

Peter J. Moran, Armour and Company, Chicago. Starting work as an errand boy in 1891, he progressed in the company and is now in the foreign accounting department.

Frank Pacer, Armour and Company, Chicago. He is a foreman in the casing department of Armour's Chicago plant, having served in the department since 1893.

J. Neill, Armour and Company, Chicago. His service in the industry began in an Omaha packing company in 1893, and six years later he joined his present company and is located in the stationery department.

Frank Dobek, sr., Cudahy Brothers Co., Cudahy, Wis. His entire 52 years of service, prior to his retirement last July were in the hog killing and cutting department, where he began at the age of 14.

Ernest Schmatzhagen, Cudahy Brothers Co., Cudahy, Wis. Of his 55 years in the industry, 42 have been with Cudahy Brothers in the beef casings department, where he is now employed.

Fred Guggenheim, Guggenheim Bros. Prov. Co., Chicago. He served as president of his company until 1929 when he took charge of the Fulton Street Wholesale Market, and has a total of 52 years in the industry.

Edward Hahn, Edward Hahn Packing Co., Johnstown, Pa. Starting work for his father in 1891, eight years later he entered business for himself and is still serving as president of his company.

Gustav W. Freyle, Heil Packing Co., St. Louis, Mo. He began his packing career in Austria in 1895, coming to the United States in 1907, and since 1937

AWARDED AMI 50-YR. BADGES

he has been foreman of the sausage department of Heil Packing Co.

Henry Kanning, Marhofer, Division of Kuhner Packing Co., Fort Wayne, Ind. All of his 65 years in the industry have been at the one plant where he started in April, 1881.

Richard Vollwerth, Vollwerth & Co., Hancock, Mich. He served his apprenticeship in Germany and entered the packing business in Detroit in 1893, later organizing the present company, of which he is the senior partner.

E. J. Humboldt, Wilson & Co., Inc., Chicago. He began in 1894 with Morris & Co., and at present is the general superintendent office representative in the freezer and cold storage warehouse for Wilson.

Fred Jaeger, Wilson & Co., Chicago. His present position is plant box factory foreman of Wilson & Co., and he has 53 years of service to his credit.

John Oliver, Wilson & Co., Inc., Chicago. He began his career in the meat packing industry in 1893 and has spent the last 18 years with his present company.

The following, who were not present at the convention, are also eligible for gold buttons:

James J. Walsh, Wilson & Co., Los Angeles.

Emanuel (Manny) Ettlinger, Wilson & Co., Kansas City. Since 1903 he has been head hog buyer for Wilson at Kansas City and has spent 41 of his 50 years with that firm.

Charles Rollins, Wilson & Co., Kansas City. He began his career in the industry in 1894 and is now in the beef loading department of the Kansas City plant.

James Stover, Wilson & Co., Kansas City. He started in the packing industry in 1894, joined Wilson in 1916 and is employed in the beef loading department.

Frederick C. Ebert, Wilson & Co., Los Angeles.

Nelson Long, Wilson & Co., Philadelphia. He was in the rendering business from 1888 until 1891 when he became employed by the predecessor of the present company.

Walter Scott, Wilson & Co., Philadelphia. He started work with Wilson & Co. at Philadelphia at the age of 13 and has been employed continuously there ever since.

Charles Steifel, Wilson & Co., Philadelphia. He started in the packing in-

dustry at the age of 13 and completed 64 years of service in May 1945.



F. J. LANGER

Tom Erwin, Wilson & Co., Kansas City. He has served in various capacities in the meat packing business and at present is foreman of the meat specialty department of the Wilson Kansas City plant.

Frank Booker, American Packing Co., St. Louis, Mo. Since 1891 he has been employed in the casing department of various packing plants in the middle west.

Charles Gombos, American Packing Co., St. Louis, Mo. At the age of 13 he started work in a slaughterhouse in Budapest, coming to this country when 36 years of age and taking a position with his present firm.

Theodore Luecke, American Packing Co., St. Louis, Mo. In 1895 he started work in the packing industry in St. Louis and has spent all of his time in packing plants in that city.

Frank Meyer, American Packing Company, St. Louis, Mo. He came to this country from Bohemia, worked in several packing plants in St. Louis, since 1939 in the hog kill and cut department of the American Packing Co.

Charles Rimbach, American Packing Co., St. Louis, Mo. He learned the butcher trade in Germany and came to the United States in 1903 where he has been employed in the industry in the St. Louis area.

Rudolph Schultz, American Packing Co., St. Louis, Mo. Beginning at 13 years of age in a packing plant in East St. Louis, he has worked in the casing departments of various St. Louis packing companies.

Eugene Urgan, American Packing Co., St. Louis, Mo. Beginning as an office boy in 1889, he entered the sales department in 1897 and later was promoted to the position of sales manager.

Frank J. Langer, Wilson & Co., Albert Lea, Minn. He started in the meat business in Czechoslovakia, came to the United States in 1888 and is employed in the beef kill department of the Wilson plant.

Andrew Blaine, Wilson & Co., Kansas City. He has served in the meat packing industry since 1895, and at present is employed in the beef cutting department of Wilson's Kansas City plant.

Tom Erwin, Wilson & Co., Kansas

Herman H. Gutsch, Armour and Company, Milwaukee, Wisc. He came from Germany in 1893 to enter the packing business and during his 52 years' employment has lost only two days. He is employed in the sweet pickle department and sausage factory.

Albert R. Raddatz, Armour and Company, Milwaukee, Wisc. Beginning at the age of 16 in the packing industry, he worked for a number of companies and since 1922 has been with Armour as a meat cutter.

Sylvan H. ("Bull") Mounes, Armour and Company, New Orleans, La. The son of a butcher who learned the trade in France, he has been employed since 1898 by Armour and Company.

Gus Korf, Carstens Packing Co., Tacoma, Wash. He has been in the meat packing industry for 52 years, 30 of which have been with the Carstens Packing Co.

Julius Geiler, The Cudahy Packing Co., Omaha. He started in the packing business in 1895 and is now department superintendent, a position he has held since 1919.

M. B. Hurd, The Cudahy Packing Co., Omaha. Since 1922 he has been superintendent in charge of rendering operations with Cudahy where he went from Sioux City, Iowa, where he began in the industry.



FRED JAEGER



H. R. KIDD

James Smith, The Cudahy Packing Co., Omaha. Beginning with Cudahy in 1894, he has served in many departments, at present in charge of the cooperage, laundry and dry goods department. He is president of the Cudahy Employees Cooperative Credit Assn.

Joseph Tvdik, The Cudahy Packing Co., Omaha. He started in the Omaha Cudahy plant, later transferred to their Los Angeles plant, returning to Omaha as a sausage stuffer.

Robert Semrau, The Danahy Packing Co., Buffalo, N. Y. He started in the meat packing industry in the casing department for Danahy, later worked for several other Buffalo packers, returning to Danahy in June, 1945.

Voll E. Clark, High Grade Packing Co., Galveston, Tex. Starting in 1895,

he was employed by several meat packing plants in the south and southwest before joining his present company.

Hugh Raleigh Kidd, Kingan & Co., Richmond, Va. After fifty years of service with Kingan where he started work at the age of 13, he retired from the sales department in October of this year.

Albert Bilzing, Laclede Packing Co., St. Louis, Mo. He started work in 1882 in a slaughterhouse in Belleville, Ill., worked for a number of packers, retiring in 1925, but later returned to the Laclede Packing Co.

Fred C. Holman, Laclede Packing Co., St. Louis, Mo. His first experience was in Bedford, Ohio and after 15 years he operated his own business for ten years before going with his present company in 1925.

Gustav Louis Kruckemeyer, Laclede Packing Co., St. Louis, Mo. He worked 12 years for a St. Louis packing company, then entered business for himself, later coming with Laclede in 1937.

Joseph L. Oppermann, Laclede Packing Co., St. Louis, Mo. Since his first job at the National Stock Yards in 1894, he has worked in various capacities for a number of packing companies in the middle west.

John Kastelic, Montana Meat Co., Helena, Mont. He spent 14 years working in sausage factories in Austria, coming to this country in 1901, and at the present time is employed in the sausage department of his company.

Joseph Edward Keller, Reliable Packing Co., Chicago. His entire 50 years



FOUR WILSON VETERANS

Shown in their work garments are (l. to r.) Standing: Tom Irwin and James Stover. Seated: Charles Rollins and Andrew Blaine.

have been with Chicago packing companies, the past 15 with Reliable, where he is a salesman.

Simon Zeitler, Sieloff Packing Co., St. Louis, Mo. Now president of Sieloff Packing Co., he began his career in 1893 as a sausage maker.

Drewes Rogge, Stahl-Meyer, Inc., New York, City.

Edwin Sidler, Stahl-Meyer, Inc., New York City.

H. Fred Vissman; C. F. Vissman & Co., Louisville, Ky. He started with the company in 1895 working for his grandfather and father, and at present is vice president and chief engineer.

Frank Jara, Wilson & Co., Albert Lea, Minn. Starting with a Chicago packer, he went to Wilson's Albert Lea plant in 1917, where he is a butcher in the beef kill department.

The following men have received 50-year awards during the past year:

Dr. Frederick C. Jacobsen, Armour and Company, Chicago.

Joseph Salus, Armour and Company, Chicago.

Adam Boehm, Carstens Packing Co., Tacoma, Wash.

J. F. O'Connor, The G. H. Hammond Co., Chicago.

Elmer Welker, Heil Packing Co., St. Louis, Mo.

Richard Stolle, Corkran Hill & Co., Baltimore, Md.

Albert J. Riess, The E. Kahn's Sons Co., Cincinnati, Ohio.

William Kreher, The Lima Packing Co., Lima, Ohio.

Charles Huddleston, John Morrell & Co., Ottumwa, Iowa.

Joseph Heller, Emil Noehre Co., Milwaukee, Wisc.

James W. Colgan, Swift & Company, Chicago.

R. S. Emmert, War Food Administration.

(Continued from page 124.)

services were called for by a government in pressing need of men of his ability and experience. He handled numerous assignments in the War Food Administration, and its predecessor organizations, filling each difficult job with the vigor of a youth and the wisdom of a veteran. Currently, he is chief of set-aside meat, meat products order, of the War Food Administration.

I salute you as an industry veteran who is still a G. I. youth in spirit.

ED. WATERBURY: I would like to thank every member of the most wonderful industry in this world for the cooperation they have given me during the past two years. It was only because of this that the Army never went short of meat for a day, nor did any other governmental agency go short in supplying the product that was needed for the fulfillment of our job.

I am proud that I have had 50 years in this industry.

Chairman Foster then read the list

of 50-year veterans (see page 124) and presented gold buttons to those present.

The meeting recessed at 12:15 p.m.



HONORING 50-YEAR VETERANS OF MEAT PACKING INDUSTRY

A special luncheon was given in honor of 50-year veterans of the meat packing industry following the session at which they received their service awards. The above photo finds them in good health and excellent spirits.



AN HONORED VETERAN

Included among 50-year industry veterans honored at opening session was E. S. Waterbury of War Food Administration.

Meat Situation, Marketing, and a Packer's Philosophy

THE meeting reconvened at 2:10 p.m. with W. F. Schulderberg, vice chairman of the board of directors, presiding.

CHAIRMAN SCHLUDERBERG: I think our first speaker this afternoon undoubtedly is known to every man in the room. We have had the pleasure of his being at our earlier annual conventions, and we welcome him back now.

Harry Reed has been connected with the livestock and meat industry of this company since his graduation from the University of Missouri. For more years than he would care to admit, Harry has had many vital responsibilities in connection with our nation's war effort. He is a director of the livestock branch, Production and Marketing Administration of the U.S. Department of Agriculture. What he will say is far more important than what I can say in introducing him to you, so I now present Harry E. Reed.



W. F. SCHLUDERBERG

weeks ago when I came to the realization that the persuasive power of my worthy vice president, Homer Davison, was too much for me. So here I am again to talk about how we in government service view the meat situation. I am going to be as brief as I can.

Aside from some of your operating difficulties, which could reach great proportions, we regard distribution as the outstanding problem in the meat field today. Under a controlled economy, such as has been necessary during the recent emergency years, great difficulties are encountered in trying to maintain normal distribution patterns. The incentive needed to pull meats from surplus to deficit areas is absent, and looking at the over-all meat supply situation, particularly the distribution of seasonal supplies, it is evident that there is not sufficient incentive for packers to store meats in periods of seasonally high production to be drawn on in periods of seasonally reduced production.

I have no real good answer for you on this question, and there is no use trying to kid ourselves. There will be difficulties as long as it is necessary to maintain some of the controls. The government has demonstrated its willingness to remove any or all controls just as soon as the situation will permit removal without defeating over-all objectives with which we all agree. In the meantime it is my guess that we will have



THEY SAY IT WITH SMILES

Obviously enjoying themselves are Norman Draper (left), director of public relations, AMI, and Don Smith, advertising manager, Wilson & Co., Chicago.

to live with the situation a while longer, making the best of things by such adjustments as can be made in existing controls. When controls are removed, the industry will once more assume the risks attendant upon the processing, storing and distribution of meats, and you again will be performing those functions that make this industry of such great value to the American livestock producer and the meat consuming public.

Now with regard to the supplies of meat, our best available estimates in-

H. E. REED SEES MORE MEAT FOR DOMESTIC TRADE IN 1945-46

HARRY E. REED: I am glad to again have the opportunity of meeting with you at your annual convention. During the last few years,



H. E. REED

while we have been going through one of the most difficult periods ever to confront the livestock and meat industry, I have enjoyed meeting with you and discussing our mutual problems. As a result of these meetings I have obtained a better understanding of the complexity of meat packing operations and a great deal of inspiration when it came in handy.

This year, I had hoped that I could come to your meeting, continue our informal discussions and attempts to solve or at least alleviate problems, but I also thought I would not have to take part in your speaking program. At least I thought all that until three or four



THE MILITARY AND HOME FRONTS GET TOGETHER

Four members of the Finkbeiner family, equally divided between the Army and the civilian side, pose for a photo (l. to r.) Otto Finkbeiner, president, Little Rock Packing Co., Little Rock, Ark.; Otto Finkbeiner, jr.; Capt Christian Finkbeiner, infantry, and Sgt. Joseph Finkbeiner, Marines.

dicade that inspected cattle slaughter during the current quarter may exceed slaughter last year by 9 per cent in October, 4 per cent in November, and 5 per cent in December. Also dressed weights are expected to be about 20 lbs. heavier per animal than they were a year ago. Inspected calf slaughter, of course, has been running well under last year's slaughter since last spring and the estimates we have used for October-December show a continuation of this trend with veal production for the quarter running about 4 per cent under last year.

Hog Kill Near Low Point

Average dressed weights of calves are assumed to be about the same as in the last quarter of 1944. Inspected sheep slaughter has been falling from 10 to 20 per cent short of a year ago since last July, and no increase is in evidence for the coming months. The decrease in sheep slaughter for the October-December period is estimated to be about 15 per cent. The anticipated slaughter of hogs under federal inspection as compared with last year is about 47 per cent smaller for October, 20 per cent for November, and 16 per cent for December. We could be too high on these hog estimates. The October hog slaughter may be as low as the three lowest Octobers in the past, 1910, 1917, and 1935.

The quantity of meats available to civilians for the current fiscal year, July 1, 1945, to June 30, 1946, looks much better than for the 12 months ending last June 30. Most of this improvement will result from decreased takings by the armed forces and by CCC for foreign shipment. Total meat supplies for fiscal 1945-46 are now estimated at 22,000,000,000 lbs. as compared with an estimated supply of 23,500,000,000 lbs. during 1944-45. That will make total meat supplies this year only 6 per cent smaller than last year. This is a real accomplishment on the



AND WHO IS WHERE?

Group of conventioners cluster about hotel bulletin board listing hospitality headquarters of many firms represented at the parley.

By Ones, Twos and Threes They Came

1. H. W. Clubb, vice president, Cudahy Packing Co., Chicago office, lights up his favorite brand.
2. J. C. Jacobs, manager, casing department, Armour and Company, Chicago, prepares to check his wraps.
3. T. R. Selby, casing department, Wilson & Co., Chicago, wears a pensive expression.
4. Harold M. Toombs, chief engineer, Stevens hotel, welcomed the opportunity to greet his numerous friends in the packing industry. He was formerly chief engineer at Armour and Company, Chicago.
5. The talk turned to merchandising when R. J. Eggert (left), department of marketing, AMI, and Sam Teitelman, sales research manager, Armour and Company, got together.
6. Discussing the day's program: Dr. O. B. Jesness (left), chief, division of agricultural economics, University of Minnesota, and a speaker at the opening session, and George M. Lewis, department of accounting, AMI.
7. In the Ohio delegation were two executives from the Chas. Sucher Packing Co., Dayton: Charles W. Sucher (left), president, and J. A. Kearney, sales manager.
8. Kenneth Wolcott, air conditioning expert of Wilson & Co., as he stopped at Provisioner desk to say hello.
9. Another prominent Wilson & Co. man at the conclave was veteran S. C. Frazee.
10. It was a serious subject under discussion between H. B. Huntington, president, Scioto Provision Co., Newark, O., and W. W. Naumer, president, DuQuoin Packing Co., DuQuoin, Ill.

11. It wouldn't be a convention without Charles E. Herrick, past president, AMI, in attendance.
12. Seemingly in search of someone is C. L. Nelson, manager, canned meat department sales, Libby McNeill & Libby.
13. G. R. Garner, sales and advertising manager, East Tennessee Packing Co., Knoxville, Tenn., and Lester I. Norton, vice president, THE NATIONAL PROVISIONER comparing notes on various aspects of the convention.
14. Among fathers and sons present were Alphonse Albert (left), vice president, and George Albert, president, Albert Packing Co., Washington, Pa.
15. A. W. Brickman, vice president, Illinois Meat Co., Chicago, reviews the program.
16. Snatching a few minutes to look over the day's news is B. N. Trahan, general superintendent's staff, Wilson & Co., Chicago.
17. J. D. Pepper, general manager, Pepper Packing Co., Denver, Colo., pictured with Phil Hantover, Phil Hantover, Inc., Kansas City, Mo.
18. Two far westerners are greeted by Roy Stone (right), AMI. They are E. W. Fallentine (left), vice president and general manager, and J. M. Devine, president, American Packing & Provision Co., Ogden, Utah.
19. These southern gentlemen are Joe Alsheler (left), general manager, Clarksville Livestock Co., Clarksville, Tenn., and Everett Moore, general manager, Kleeman & Co., of the same city.

part of our livestock producers, slaughterers, and processors, particularly when we consider the feed situation, the farm labor situation, and the apprehension and uncertainty that has existed in the marketing field.

More Meat for Civilians

Of the total, 18,900,000,000 lbs. is expected to go to civilians, compared with 17,500,000,000 lbs. consumed during the preceding year. If this estimated supply becomes a reality, we will consume meat during this fiscal year at the rate of about 142 lbs. per capita, as against an estimated consumption of 135 lbs. during 1944-45.

With regard to the different kinds of meat, the beef supply is estimated at 9,800,000,000 lbs. as against 9,500,000,000 last year, with civilians taking a total of 8,200,000,000 while they received only 6,600,000,000 in 1944-45. The increased quantity of beef available for civilians will be almost wholly responsible for the increased consumption of meat this year.

Estimated pork supplies for 1945-46 are 9,600,000,000 lbs. While the total is reduced from the previous year's estimate of 11,200,000,000, reduced takings by government agencies will make it possible for civilians to have 8,400,000,000 lbs. instead of the 8,300,000,000 lbs. they had last year.

Veal supplies, reflecting the reduced calf slaughter, will be down to 1,700,000,000 lbs. from the previous 1,800,000,000, and the civilian take will be down to 1,500,000,000 lbs. compared with 1,600,000,000 lbs. last year. With mutton and lamb it looks much the same way. Reduced slaughter will pull the total down to 930,000,000 as against last year's 1,100,000,000, and civilians can expect only 800,000,000 instead of the previous 900,000,000.

Seasonal Inequality

The civilian per capita consumption figure of 142 lbs. for fiscal 1945-46 looks fine when compared with the prewar average figure of 126 for 1935-39, and the wartime figures of 136 for the year 1943, and 150 for 1944. However, the inability of the industry to store during periods of surplus and draw on stocks during periods of shortages may accentuate an inequality in seasonal distribution. For instance, our present information, which takes into account Government and other requirements indicates civilian consumption at an annual rate of 116 pounds per person for the July-September quarter of this year, 155 for the current quarter, 152 for January-March next year, and 143 for the following April-June quarter.

Normally the movement of at least a part of this October 1945-March 1946

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supply into civilian consumptive channels would be delayed by packing and storage operations, and consumption would be more nearly equalized during this and the next two quarters than appears likely to be the case. Indications are that civilian purchasing power and demand for meats are equal to the situation, but if anything should occur that would result in a surplus, the Department is in a position, at least during the present quarter, to increase its takings and remove any burdensome supply from the market.

Army Needs Declining

It is very doubtful if the armed services will draw from the market as much meat as has been firmly allocated to them for this quarter or tentatively allocated for the first half of next year. If they do fall below these amounts, it appears that there is sufficient civilian and foreign demand to prevent those meats from becoming surplus in that period. For this quarter we expect the armed services to take about 244,000,000 lbs. compared with 1,100,000,000 in the last quarter of 1944. Most properly the services are drawing on their accumulated stocks right now during this period of rapid demobilization, thereby reducing—in fact, entirely removing—the possibility of a dumping of service supplies on the civilian market at a later date. Such a procedure also permits the current heavy supply—which we have previously indicated is not likely to go toward building up industry held stocks—to go into civilian distributive channels while we have a demand hole to be filled. For the first half of next year the requirements of the services are estimated at about 770,000,000 lbs., as against 2,800,000,000 lbs. in the same period this year.

Government takings, in addition to

those purchased by the armed services, are, of course, made up largely for European countries. You are aware of the fact that lend-lease has ended but the Commodity Credit Corporation is acting as purchasing agent for the United Nations Relief and Rehabilitation Administration and certain European countries—principally the United Kingdom, France, Belgium, and the Netherlands—that have made satisfactory financial arrangements to cover their purchases of meats and other products. Our purchases will be substantial even though greatly reduced from takings during the comparable period of last year.

As usual, we are gearing these purchases with seasonal increases and decreases in our production. For example, we are in a position to take out of the market during this quarter 500,000,000 lbs. of meat as compared with purchases of 375,000,000 in the last quarter of 1944. For the first quarter of next year, foreign countries have a tentative allocation of approximately 400,000,000 lbs., with 75,000,000 lbs. for the second quarter. This year procurement for foreign countries amounted to about 330,000,000 lbs. in the first quarter and 125,000,000 in the second quarter.

You are aware of our difficulties in obtaining these needed supplies at the present time and you are just as familiar as I am with the reluctance of the industry to offer the supplies to us voluntarily. The allocation for this quarter is a firm commitment on the part of the United States government to foreign governments. Since it is in that category we had no other course to follow than to revive the set-aside orders a few weeks ago. It was a very painful action to take. We are terribly sorry we had to do it but commitments

of the United States government must be fulfilled. Now as to how long they are going to be left on, I do not know.

This morning your organization honored a man whom I would like to mention this afternoon in connection with the War Meat Board. I should like to put it to you this way: These set-aside orders have been stinkers ever since they started. I wonder if you gentlemen have ever stopped to consider how much worse they would have been had the administrator of those orders been a long-haired autocrat and handled the matter in a very bureaucratic manner. I know you appreciate, but I wonder if you realize how much the reasonable approach backed up by a lifetime's work in this industry has been given by E. S. Waterbury in the administration of these orders.

I do not know how long we will continue to act as the purchasing agent. Certainly it is the desire of the Department of Agriculture to restore the trade in foreign shipments of meat to the industry, but we are unwilling to do so so long as set-aside orders are necessary in order to fill commitments of the government. Neither do I know the extent to which the tentative allocations beyond January 1 will materialize. Undoubtedly the countries I have mentioned will provide an outlet for the tentatively allocated quantities at least until July 1 if satisfactory arrangements are made beyond January 1. Much, of course, will depend on what financial arrangements they can make.

We must remember that lend-lease is at an end and for anything Commodity Credit buys for foreign purchasers, there must be definite arrangements for cash payments. Perhaps it is good fortune that we have this foreign outlet at this time while our production is at such a high level and Army takings have been so greatly reduced—because our folks who calculate such things tell me that without this foreign outlet, the per capita supply available for civilians during the last quarter of this year would be at the annual rate of 170 pounds, and there are doubts as to whether or not we would get away with that much meat per person even with present income.

Board Helped Industry

I do not want to lose this opportunity to make a few remarks again about the War Meat Board. The War Meat Board, established in June 1943, has done a great job and I am very proud to have been associated with the men who have made up the board. Certainly the board has not done everything that many people expected it to do. Perhaps one of its greatest accomplishments lies in having prevented many actions that would have handicapped the livestock and meat industry. You will never know the long hours and hard work these men put in—the troubles they kept away from the livestock and meat industry. But unquestionably the War Meat Board has guided the armed services and govern-



SOMETHING SHINY CAUGHT THE LADIES' EYE

The attraction of the jewelry counter proved too strong to allow half of this group to pass without "just a look." The foursome included (l. to r.) William Greenhouse, president, Renee Packing Co., Syracuse, N. Y.; Mrs. Greenhouse; Mrs. Earl Rothschild and Mr. Rothschild, chairman of the board, Renee Packing Co.

ment purchases of meat during this hectic period in such a way that withdrawals from the market have come at a time when supplies were most plentiful and purchases have been reduced when supplies were tightest. The Board's calculations and recommendations have been invaluable in arriving at the quantities of meat available for civilian consumption and permitting us in the Department of Agriculture to supply the Office of Price Administration with a reliable meat figure.

Let me take a few minutes and ask the consultants from the industry who have served so admirably as members of the Board to rise. These little boys deserve a great big hand. First, there is Jerry Thorne, who in serving on the Board as a special consultant to the War Food Administrator, and later in the same capacity to the Secretary of Agriculture, has been wheel horse throughout our operations. Next, there is Ralph Daigneau of Austin, Minnesota, and Harold Meyer of Cincinnati, who have been our stalwarts on the subject of pork; then Arch Scott of Chicago and John Heinz of Baltimore, on whom we relied for our information on beef. Walter Netsch of Chicago and George Abraham of Memphis, who have always had the right answers on small stock problems; and last, but by no means least, Gus Robert of Chicago, who has taken the lead for the Board on matters relating to canned goods.

Yesterday in keeping with the policy of the Department of Agriculture to abolish wartime activities as rapidly as the situation permits, the War Meat Board was dissolved, but it was dissolved only as the War Meat Board. Through the operations of the Board we have developed the best information on current production and distribution of meat supplies that has ever been tabulated in the United States. We want to continue tabulating that information, and furthermore, make it currently available to this industry that has been so cooperative in assisting us in obtaining these much needed data.

Furthermore, the Department of Agriculture is entering a period when our buying operations for export may not be as large as during the war years but our operations for support purposes could very well in time to come



THE KEYSTONE STATE WAS WELL REPRESENTED

Four members of Oswald & Hess delegation face the camera. They are (l. to r.) Mr. and Mrs. C. G. Pieper and Mr. and Mrs. Carl Warkocz.

attain considerable importance. It could be that our selling operations might become a most important function.

We are reluctant to enter a period in which our buying and selling may mean so much to the livestock industry without the advice and recommendations of these tried and proven consultants who have worked so hard and been so helpful during wartime. Accordingly, the Secretary of Agriculture has directed me to establish within the Livestock Branch a USDA Meat Board. He has also invited each one of the consultants to accept membership on the new Board. The new Board was formed yesterday, and I am much more hopeful about the future than I would be without the assistance of the consultants from the old Board.

CHAIRMAN SCHLUDERBERG:
Thank you, Harry, for your splendid appraisal of the meat situation and also your compliments paid to the in-

dustry members of the Meat Board. Now I think it is appropriate at this time that we say a few nice things about the chairman of that Board, and I think we would all like to give Mr. Reed a hand as chairman of it.

For our next speaker, we turn to New England, which has produced great industrialists and great leaders. We find that almost everyone who knows our speaker calls him "Farmer Kern." His mother and father a little more than the turn of the century ago christened him George C. Kern.

Mr. Kern grew up in Farmington, Me., and graduated from Quinn College in 1912. Mr. Kern spent a year in a bank in New York City. For two years he taught and coached football in Portland high school. During World War I, he spent a year and a half in the service. The list of Mr. Kern's activities are what you might expect to find of an able, self-respecting citizen of Maine: head of the Community Chest, head of the Chamber of Commerce, head of Y.M.C.A. activities, and nearly 30 years in the National Guard, in which he is a Colonel.

Mr. Kern was chief air raid warden of Portland, Maine, a part of the country where the possibility of an air attack was very real. Mr. Kern is active in civic luncheon clubs of Portland and is an outstanding citizen of that city.

Mr. Kern points out that, with all of his activities, he could not keep ahead of OPA. Currently, he says he is spending his time wondering what he is going to do when the government stops telling him what to do. We know Mr. Kern is a student of our industry and a keen and thoughtful observer of it. We are sure his observations will be of great interest. It is with pleasure that I present "Farmer" Kern.

AMONG IOWANS ON HAND

Iowa was very much in the picture at the 40th annual convention. Among its representatives was this threesome from the Tobin Packing Co., Fort Dodge division, Fort Dodge, Ia. They are (l. to r.) F. W. Hagerman, secretary; H. K. Gillman, general mechanical superintendent, and F. J. Clark, manager.



MAINE MEAT MAN'S VIEWS ON BUSINESS VERSUS GOVERNMENT

GEORGE C. KERN: I think I will have to have that introduction edited. I hope that isn't going to be printed and sent to my home town because you told me things about myself I never did know. I might have aspired to some of them.

When Mr. Hardenbergh of the Institute honored me by asking me to speak before this convention, I hesitated to accept. What could I say to you men who come here to learn something? Every time I attend this convention I marvel at the likes of us packers. I have never seen a similar group. It would be presumptuous on my part to tell or show you anything new. I so stated to Mr. Hardenbergh. When he countered that I might philosophize, he spoke the magic word. If we do nothing else in the State of Maine, we philosophize. Our economy grants us ample time to indulge the pastime. You have no doubt heard that down in the State of Maine we work in the summer and philosophize in the winter. This is quite true at the age of 50 or over.

Maine Economy "Small Business"

For a time during World War I, I was provost marshal for the City of Portland. One of my duties required that I be at the last government boat that left at 11:30 Saturday night for the island fortifications. Some of the boys were pretty well intoxicated. One fell off the gangplank into the water. He came to the surface in time to hear the boat guard yell "Man Overboard." And the drunk yelled back "Where the hell is he, I'll get 'im." I feel "overboard" now and I know it.

Our economy in Maine is largely small business. Our people are not far removed from the land. The full impact of industrialization and centralization has not affected too much our political and economic thinking. Our people enjoy a greater share of both liberty and security than do others in most parts of this country. We have our headaches but not our stomach ulcers. We believe that the state exists for the individual. We believe that we fought and won this war to preserve this principle of government.

Our meat industry is highly competitive. It has never asked the government to furnish a crutch. We see nothing wrong in the automatic controls of a free market. We are by training a rough and ready group of men. We may not know theoretical economics but we ask no favors of anyone in practical economics. Free private enterprise has kept our pencils sharp and our brains too. The economics of mass production were first proved out in our packinghouses, but the automobile makers take the credit for its discovery. The producers of our raw material get such a large share of our sales dollar

that they gain nothing in doing our work themselves.

The consumers of our products are not gypped any in the interest of our profit. Our profits have been so small per sales dollar that we never could see anything socially wrong in demanding them. For over three years we have been controlled by government decree. Decisions which we business men always made have been the responsibility of government: on wages, hours, prices and qualities. We have been living in a planned wartime economy. When will we get back to normal? The future is dark indeed. We are victors in a great war. Yet the first meeting of the victors finds no agreement. There is no sense of security in all the world. This sense of insecurity begets fear. This fear is the cause of wars. Unless we can resolve this fear, unless the great nations of this world stop distrusting one another, private enterprise and the freedom of the individual will disappear from this earth.

Now I should like to quote to you a page from Will Durant's recent book, "Caesar and Christ," regarding the reign of Emperor Diocletian about the year 300 A.D.

"In years of peace he faced the problems of economic decay. To overcome depression and prevent revolution, he substituted a managed economy for the law of supply and demand. He distributed food to the poor at half the market price or free, and undertook extensive public works to appease the unemployed. To ensure the supply of necessities for the cities and the armies, he brought many branches of industry under state control. In munition factories, textile mills and bakeries, the government required a minimum prod-

uct and bought this at its own price. If this proved inadequate, he nationalized these factories and froze the labor to the job. Butchers, bakers, masons, glass-blowers, ironworkers were ruled by detailed government regulations. In every large town the state became a powerful employer standing head and shoulders above the private industrialists who were in any case crushed by taxation. Such a system could not work without price control. He established maximum legal prices or wages for all important articles or services in the empire. This edict was until our time the most famous example of an attempt to replace economic law by government decree. Its failure was rapid and complete. Tradesmen concealed their commodities, scarcities became more acute than before. The weakness of this managed economy lay in its administrative cost. The required bureaucracy was half the population. Taxes rose to unprecedented peaks because the state had not yet discovered the benefit of public borrowing to conceal its wastefulness and postpone its reckoning. 'It knew not the magic of deficit financing.'

Rome's Experience Familiar

"Since every tax payer sought to evade taxes, the states organized a special force of revenue police to examine every man's property and income. Severe penalties were exacted for evasion; many villages and towns were abandoned because of high assessment. Thousands of citizens fled over the borders to seek refuge among the barbarians. To check this flow, he ruled that a tenant must remain on his land till his arrears in debts and taxes should be paid. Next by year 332 A.D. a law was passed that a tenant could not leave without consent of the owner and when it was sold, he and his household was sold with it. In this and other ways, agriculture passed in the third century from slavery to freedom to serfdom and entered the middle ages."

Sounds familiar—doesn't it?

Let Rome be an example of the consequences of over-regulation. Let's have the intestinal fortitude (guts to all of us) to take the bitter with the sweet and stand on our own feet, for as sure as night follows day, regulations in the interest of our security will deny us that freedom of action by means of which real social evolution is possible.

All over Western Europe and America the inner spirit of government refuses everywhere to keep pace with the power to produce and business men are compelled to ask the power of the state in restricting, in the interest of their profits, the supplies which men so badly need. There are powerful individuals within our own government who blame the private enterprise system with its profit motive as the cause of the failure to distribute what we can produce. We have felt the effect of their philosophy in some of the pricing policies that have pertained to our products.



FEMININE CONVENTION GUESTS

Members of the fair sex who took an active interest in the convention included Mrs. H. D. Anderson (left), purchasing agent, East Tennessee Pkg. Co., Knoxville, Tenn., and Mrs. S. K. Maddux, executive assistant, 4-H Clubs, Chicago.

Primarily we, here in this room, are distributors of farm products. Most of us perform a useful work for society. Within the walls of our packing plants we have led the country in adopting cost-cutting methods in management and production. We haven't been as successful in the field of distribution. Compared to production, there is chaos in distribution. The competition of the post-war era will point its finger to this area of our economy. In a free private economy the right to be in business is predicated upon the ability of the business man to offer for the consumer's dollar as much as, or more than its competitor and still pay his bills. If business men do not enter into price fixing or monopolistic practices, the operation of the free market has automatic controls which regulate it. Let's take a look around.

Producers of paints, oils, clothing and other consumer goods are distributing their products through their own retail outlets. If the distribution of meat products through packer-owned retail stores reflect a saving in distribution cost, then the coming competition will force the change. The packers consent decree should then be rescinded in all fairness. This decree is only one of many acts where powerful minorities have used the force of government for selfish ends. Continuation of this policy will lead to statism with its attendant slowing of economic processes, a lowering of the standard of living and a final enslavement of the individual to the dictates of the state.

Labor, Capital Misuse Power

Labor and capital are both guilty of using the power of the government for selfish ends. A new era is at hand wherein the consumer calls the tune. Ever since the beginning of the industrial age, we have ruled our lives with the philosophy of production. We are finding that our interests as consumers are more important. No great lasting social changes are ever possible unless the consumers who are always the majority, agree. This is democracy in action.

I don't want to get too involved in economics but the great mistake of the communist doctrine lies in the assumption that there is an inevitable conflict between the worker and the capitalist. To be sure, surplus value is extracted from labor at the point of production, but it is collected at the point of sale. This means that the conflict is not between class and class but between the owners of production and all society. We, here, are producers of meat products. Economically speaking, we are in the same class as the makers of shoes, but we have the same interest in the shoemaker that our workers have. We both ask him to sell his shoes as cheaply as he can. We, as consumers, are not willing to see him unduly protected by a tariff or any other controls. This leads me to the discussion of the post-war level of employment.

BETWEEN BUSY SESSIONS

The opening session had just concluded when this photo was taken, showing (l. to r.) Jesse M. Dietz, American Stores Co., Lincoln, Neb.; Walter E. Reineman, president, Fried & Reineman Pkg. Co., Pittsburgh; Frederick M. Tobin, president, Tobin Pkg. Co., Rochester, N. Y., and George A. Schmidt, president, Stahl-Meyer, Inc., New York City.



I am speaking of the year 1950. Our Merchant Marine will be the biggest in the world. We will be hauling not only our own foreign trade but will go after all the other traffic in the world that we can get. You have heard about the ability to give the British 50 per cent of our foreign trade. Well, I think the British need it for their own economy, but I think one of the speakers here today said that we should at least strengthen our own economy first, and then we will help the others out because we are strong.

Experts estimate that by 1950 our foreign trade, both imports and exports, will total \$20,000,000,000 dollars or four times our greatest pre-war year. We are coming out of this war with the greatest amount of cash we ever had. We have \$77,000,000,000 of private money in bank deposits and \$27,000,000,000 of money in our pockets. The peacetime circulation of currency averaged around \$7,000,000,000. So the hot money in this country reaches the stupendous amount of \$20,000,000,000. Plant capacity is already built. The world will require a lot of this money to industrialize the backward nations. China alone will take over \$7,000,000,000 a year of our goods when she gets industrialized. India, Java and even Europe will become better customers to the degree that we help to industrialize them.

Enumerates Three "M's"

There are three great M's in this world—Men, Money and Merchandise. When these three can move freely throughout the world, there will be no wars. The Bretton Woods monetary agreement, if successful, will make all moneys stable with one another. No country which is party to the agreement may cheapen its money more than 10 per cent to secure trade advantages. Our gold reserve will serve a very useful and peaceful purpose when made the base for the different world currencies. I recommend, however, that nothing be done with the gold till after the demise of the OPA. It will require more than the total gold reserve of

this country to pay the penalties of the violations of the meat code if any are ever discovered.

However, don't worry—we packers are a very clever people. It will take more than the OPA, the FBI and the Treasury Department to find out how we do it. We don't know ourselves. According to the hog and beef cutting tests of the Institute and THE NATIONAL PROVISIONER, the industry has been losing money month after month after month—but I see the same faces here year after year after year. They have paid their own freight. We have always turned red into black. We call it black magic—not black market.

Advocates Lower Tariffs

Merchandise will move freely if we can develop the total volume to a point where the amount produced in each country can keep all the people busy. Lowering of tariffs and their eventual elimination will be necessary. Then American farm products can compete in the world markets and since the thickly populated countries' greatest need is food and especially meats, we have a great stake in the development of our Merchant Marine and foreign trade. If money and merchandise can move freely, then men may remain where they are. The congested areas of the world can then exchange the products of their economy for the food which these areas lack.

Our industry, from the farmer to the packer and every last one of us should be free traders. 325,000,000 Europeans, 350,000,000 Indians, 450,000,000 Chinese, to say nothing of the others who make up a total of 2,000,000,000 underfed, must be given a chance to earn their daily bread where they are, or they will swarm over the less populated fertile areas of the world of which the Americas are the most desirable.

You ask who's going to buy these goods. None of us here in this room considers himself in a class with Rockefeller or Ford, yet we are well within the upper per cent income group of our people. We certainly have a great market in our own land, to say nothing

of the rest of the world, if we raise the standard of our own lower income group. If we fail to finance distribution, then expect the end of our social and political stewardship. There just can't be another depression. If we can find the money to fight a war, we had better find the money for full peacetime employment or else.

A great civilization is not conquered from without till it has destroyed itself within. It is said that all societies carry the seeds of their destruction.

Raise Standards Abroad

If we can raise the standard of living in other countries as well as in our own, if we can remove at once the unrest and distrust in the world, the insecurity which we now sense will be no more and the fear that it engenders will melt away. And the philosophy that the individual is greater than the state will find acceptance throughout the world. We will have both our freedom and security, one and inseparable, now and forever.

You have just listened to a few minutes of down East philosophy. Let me conclude with one minute of prophecy. The forces of regimentation, tyranny, yes, even war, are still on the march. Rome, the mother of empires, will teach us nothing because we will not stop, look or listen. We are like the young man I once met while fishing on Passadumkeag stream. A middle-aged woman, apparently worried, was hurrying down stream casting furtive glances behind her evidently trying to escape from someone. Fifteen minutes later a gangling backwoods youth of 18 or 20 years followed her. When he came to our party he asked if we had seen a woman pass that way. When we asked him what he wanted of her he replied, "She's my mama. She's trying to wean me but I'll catch her."

CHAIRMAN SCHLUDERBERG: Our next speaker is one of our country's outstanding agricultural economists. He has spent the major part of his career in Minnesota and in various activities with the University of Minnesota and the United States Department of Agriculture. For eight years he lived below the Mason-Dixon line, where he was head of the department of markets and rural finance of the University of Kentucky. He is chief of Agricultural Economics of the University of Minnesota, a position which he has held for the past 17 years.

He is well known for his objective frankness in discussing agricultural policies. The organizations to which Dr. Jesness belongs are a roster of the distinguished groups of agricultural economics.

Dr. Jesness has been for many years a careful student of livestock marketing. Remarks that he will make represent his own carefully considered views. The American Meat Institute takes no position in connection with any type of livestock marketing.

MARKETING OF MEAT AND LIVESTOCK CAN STAND IMPROVEMENT

O. B. JESNESS: Let me call your attention to the excellent planning of this afternoon's program's representatives. We had Harry Reed to draw you in, Farmer Kern to keep you in, and Jesness to drive you out.



O. B. JESNESS

The purpose of your program committee presumably had in mind in assigning this subject to me was that it would provide an opportunity for us to take a look at some existing trends in the livestock marketing picture and to project our thinking about them into the future. I am sure

that my selection for this task did not arise from any mistaken notion that there are occult powers in my possession. I claim no distinction as a prophet.

Production on the farm is inseparably linked with marketing operations, consequently, an appropriate starting point for our review is that of noting some production developments. Livestock converts farm feeds into market products. Anything which affects feed production hence soon makes its influence apparent in the livestock market.

One of the striking developments of recent years is that of hybrid corn. Ten years ago, the farmer who used hybrid seed was an exception. Today, the farmer in the Corn Belt who does not use hybrid seed corn is the exception. Acre yields of corn probably have been stepped up about 20 per cent, which in effect adds to the area of the Corn Belt. Production efficiency has been increased materially and the capacity to produce livestock has been enlarged. Hybrid seed adds to uniformity of stand and characteristics. It makes possible better adaptation of the crop to climate. It may play an increasing role in combatting disease and other pests. Hybrid corn is a clear demonstration of the fact that farming is far from static and that the farmer is awake to new technology.

Farm Mechanization Growing

Mechanization on the farm grows apace. The corn picker has come into extensive use in recent years and would be even more general were it not for war shortages. Tractors and tillage and planting equipment are being improved constantly. The findings of research are being increasingly applied to meeting disease and insect pests.

Animal geneticists are using the principles applied by the plant breeder in the development of hybrid corn

with some very promising results in the cross breeding of swine. Such developments may play a very important part in adapting livestock to market preferences, as well as in adding to production efficiency. Artificial insemination is another technological development which is attracting widespread attention among livestock producers. These illustrate the fact that American livestock growers are awake to improved methods. They can be relied on to hold up their end of the partnership.

One problem facing livestock farmers for which no adequate solution has yet been applied is that of production and price cycles. We have no assurance today that these cycles will be eliminated. I refer to the production and price cycles so common in hog and beef cycles today. Clearly, this concerns everyone dealing with livestock and meats, from the farmer to the consumer. Variations in feed production because of weather are an important factor and any program which lessens fluctuations in feed supply will help. Carryover of supplies from favorable seasons to less favorable ones offers some promise. Prudent farmers aim to employ this practice, but it probably can be made more general. No doubt it can be extended to other farmers as well.

Ever-Abnormal Granary

The arguments used to popularize the "ever-normal granary" were in terms of evening out large production of the good years for carrying them over for short crops. That program, however, was associated with maintaining certain arbitrary price levels rather than being concerned primarily with physical supply. The consequence was that until the exceptional demands caused by the war came along, the program was headed in the direction of becoming an "ever-abnormal granary." If a program is to be effective in reducing variations in supply, it needs to be directed by considerations of physical supply rather than of price. The late Dr. George Warren of Cornell University once epitomized the "ever-normal granary" by saying "easy to fill; hard to empty." That will always be the case as long as it is primarily a price-controlling device.

We must be as ready to take supply out as we are to put it in. Nor will the intended purpose be served satisfactorily unless the stocks are largely on the farms or in the producing area. One real difficulty is that variations in crop yields are not uniform and the costs of transportation and handling limit shipment to equalize supply because if we attempt to assemble them at central points, the cost of handling and transportation will consume the gains. However, this is a phase of the industry which merits further attention.

Improved outlook information and its more effective dissemination among farmers can be very helpful in getting

farmers to make their plans on the basis of longer-run considerations. This will reduce the violence of the swings in the cycle. Anything which yields this result will lead to better use of productive resources on the farm and in the market and by the meat packing industry.

As we turn our attention to matters usually viewed as belonging more directly in the field of marketing, it may be useful to pause long enough to note what marketing involves and what its basic function is. It involves the performance of a wide range of services required in transferring livestock from the farm to the consumer; in transforming the live animal into products suitable for consumption; and in collecting payment from the consumer and distributing it among farmers, processors and marketing agencies in return for their services. Everyone having a part in these operations needs to seek to make his contribution as effective as possible. Improvements in marketing come from rendering better service at the lowest possible cost. That should be the basic objective.

Seek Progressive Changes

Neither production on the farm nor marketing is static. Both are subject to continual change. This is a desirable state because change is an essential to progress. But change by itself does not necessarily mean progress. Some changes lead to improvement; others do not. The challenge is to discover and make those changes which will lead to progress. This requires that we keep our minds open and be willing to make and to adapt ourselves to changes which promise improvement in our methods of carrying on our business.

One noticeable trend in marketing is the increasing emphasis on grades and standards. While war scarcities have shifted attention from quality to quantity, the expectation is that this situation is only temporary. Adequate grades and standards for livestock and meats are essential if farmers are to determine the value of their products and consumers are to get the quality they are seeking. Prices for commodities as variable in quality as farm products acquire specific meaning only when linked to effective grades. Grades and price differentials are needed to inform the farmers and handlers of market desires and demands. They provide the incentive for producers to make the extra effort and incur the additional expense which are frequently associated with the production of higher quality livestock.

Much progress has been made in developing standards for judging the quality of livestock but surely no one will contend that there is no room for further improvement. Quality differences take on significance only as they are a reflection of characteristics affecting consumer preferences. I think that point is important. In spite of this, the adoption of grade designa-

EDITORS GET TOGETHER

Three well-known editors in the meat packing and livestock industry exchange observations (l. to r.) Edward R. Swem, editor, *The National Provisioner*; Ray Anderson, associate editor, *Farm Journal*, and Robert V. Skau, market editor, *The National Provisioner*.



tions with which the consumer may become familiar is a slow process, often encountering resistance. Consumers are buying cuts of meat, not live animals. Grading of the product by inspection of the package from the outside as is done in the case of live animals necessarily is a matter of judgment and not an exact science.

We may grant that buyers become amazingly expert in the exercise of that judgment without preventing us from wondering how much better they would perform if they had an opportunity to make their decisions on the basis of the carcass. It is no state secret that marketing agencies and packers are by no means ready to shift their practices all of a sudden. No reasonable person is contending that they should. However, as part of the march of progress, is it unreasonable to expect of you that you will keep an open mind and display a willingness to experiment and to change methods when it is clear that improvements will result? Is not this an essential for any field which wants to support its claim to be representative of effective competition?

Direct Buying Controversy

Another subject which has brought out heated controversy is that of direct marketing or direct buying. I have no intent or desire to add fuel to that argument. No purpose will be served by allowing our respective blood pressures to arise on this occasion over this issue. Does not frankness compel us to admit that too often the argument has generated more heat than light because it has been one of defense or attack, rather than one of open-minded, dispassionate analysis? Let us forget about the controversy over "direct

marketing." Let us instead pay attention to the services needed to move livestock from the farm through the market and to arrive at the proper valuation of the animals and services. Let us be progressive and seek to adapt methods to the end of obtaining the best results at the lowest cost in the performance of these services. Fighting to maintain our own particular *status quo* is not enough. We must recognize the responsibility we have for constantly seeking out better ways of doing things.

One aim certainly must be that of moving the stock from the farms to the feed yards and processing plants when and where the livestock of each species and grade are in greatest demand. This should be done with efficiency and dispatch so that the costs may be at a minimum and the quality at a maximum.

Another aim ought to be to improve price making and registering so as to aid the farmer in selecting the best time and place to sell and assure him that he is getting full value for his products. You see, I am not setting up the method. I am setting up the aim that we ought to have in mind in approaching the problem.

Does not the problem then become one, not of arguing for certain methods, but actually developing and adopting those methods which will yield the best results? The long-run gains are likely to go to those who do the best job in performing service for the farmer and the consumer, rather than to the one who does the best job of protecting his particular status.

More Livestock Outlets

The number of outlets open to livestock farmers has tended to increase. The problems of making the best selection among those outlets for any given species or grade of livestock is far from simple. The individual farmer finds it difficult to devote the time and attention necessary for the best choice. For that reason it is not unlikely that the future will bring a development of better equipped farmers' marketing or-

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ganizations to assist members with this part of their marketing problem. These enterprises need to be more than the old-style shipping association formed to assemble and load stock for shipment. They need to have management which keeps in touch with all outlets, knows market values and can place each particular lot where it will bring the best return.

The refrigerator car revolutionized the meat industry. New developments in refrigeration of today are continuing the process. Cold storage lockers are a recent development which has come with remarkable speed. It has brought decided changes in the handling of meats and various other perishable products, especially in rural areas. Further improvements in mechanical refrigeration and insulation are in progress. Nor can we forget that farm homes are rapidly being equipped with electrical services and conveniences.

Future expansion likely will occur in both community locker plants and in home freezing and storage units. While most of the present development has been in farm communities, it is spreading into urban areas as well. Of interest in this connection is the recent news item reporting the installation of cold storage lockers in a Chicago apartment house. Farmers and the residents of smaller towns can use their own meat animals or draw upon local supply. Metropolitan residents lack direct access to such supplies.

Such developments will affect both processing and retailing. Locker plants in rural areas have led to some shift back to local slaughter. Some of this has been relatively crude and inefficient but improvements in methods are taking place. As local processing in these plants progresses, there may be a place for coordinating local disposal with outside outlets to absorb products which cannot be used locally to advantage. Such coordination also may be very useful in supplementing local supplies with some from outside sources. In the case of urban developments, there may be opportunities for preparing and packaging meats for storage in central or home lockers.

Quick Frozen Meats

The trend in food handling has been towards the use of packaging to display as well as protect the contents. Why are there not possibilities for the use of quick-freezing and cellophane for the distribution of accurately graded and labelled cuts of meat, attractively packaged? Effective cooperation between packers and the trade may lead to much improvement in meeting consumer requirements. Certainly you have a lot of possibilities in this field.

Standardization and quality are important to consumers but so is price. It is well to keep in mind that meat is a relatively high-priced food and if consumption is to be expanded, economies in handling are important. One way of enlarging meat consumption, and thereby the market for both grow-

While Convention Activities Were at Their Peak

1. Having registered for the convention, a pair of Armour and Company representatives "register" for the camera: B. S. Harrington (left) and R. B. Muller, chemical research.

2. Men of Cudahy Packing Co.: Hugo Wesin (left), in charge of dressed beef division, and Dave K. Sanders, pork division manager.

3. J. W. Rickord (left) and H. B. Cowing, both of quality control department, Armour and Company.

4. The east comes to the middle west in the persons of Mark P. Brown (left), vice president, and N. H. Collins, sales manager, both of Wilmington Provision Co., Wilmington, Del.

5. T. G. Hope (left), under secretary, member Queensland Meat Industry Board, Queensland, Australia, who travelled over 8,000 miles by air to reach the United States shortly before the convention, is greeted by James Hausmann, sales promotion department, Wilson & Co.

6. This smile belongs to H. A. Mady, general manager, John Lewis & Co., Spokane, Wash.

7. A couple of casing experts: Al Wilson (left), manager, casing department, Wilson & Co., and Edward H. Oppenheimer, Oppenheimer Casing Co., Chicago.

8. E. F. Paxson (left), manager, savory foods division, John Morrell & Co., Ottumwa, Ia., and B. J. Libert, assistant manager and sales manager, Morrell Topeka, Kans., plant.

9. Two officials of the Peters Sausage Co., Detroit: A. W. Bradley (left), secretary, and A. D. Green, treasurer.

10. These smiling Chicagoans are G. L. Jorgenson (left), general superintendent, Agar Packing & Provision Co., and Mike Deming, salesman, Independent Casing Co., Chicago.

11. Edward A. Karp (left), treasurer, Omaha Pkg. Co., Boston, Mass., and Jason Sabean, John E. Smith's Sons Co., Buffalo.

12. A. W. Gilliam (left), director, Washington office of the AMI, with J. F. Krey, executive vice president, Krey Packing Co., St. Louis, Mo.

13. Studying meeting program intently are two members of the Swift & Company public relations department: R. H. Whison (left) and C. G. Hegburg.

14. Deep in conversation: Reese Van Vranken (left), cattle feeder, Climax, Mich., and A. L. Scott, beef department, Swift & Company.

15. Of sober mien are Joseph Cohn (left), Eastern Meat Cannery Association, and Arthur S. Davis, secretary, E. Greenbaum Co., New York City.

16. Looking matters over are C. L. Nelson (left), manager, sales division, Libby, McNeill & Libby, Chicago, and C. W. Bellfuss, president, Derby Foods, Inc. of Chicago, Illinois.

17. Much as the two fellows to the right appear to be twins, they're not—but they're brothers. Their companion is Louis L. Lampo, president, Louis L. Lampo Co., Houston. The brothers are Irving Rosenthal (center), Rosenthal Packing Co., Fort Worth, Tex., and Sam Rosenthal, president, Samuels & Co., Dallas, Tex.

18. F. F. Campbell, assistant to the vice president, Kuhner Packing Co., Muncie, Ind., appears in a jolly mood.

19. Hammond, Standish & Co., Detroit, Mich., representatives included R. S. Cole (left), sales manager, and C. M. Van Paris, president.

20. At entrance to meeting hall at second day's session, the photographer encountered C. L. Marquessen (left), manager Geo. A. Hormel & Co. Mitchell, S. D., abattoir, and John E. Lelew, livestock traffic agent, Pennsylvania railroad, Richmond, Ind.

21. Particularly interested in the frozen meat forum were Miss Elaine Bitter, child dietician, Freezer Foods, Inc., and Beverly Williams, of Swift & Company.

ers and packers, is that of keeping retail prices within the buying range of the mass market. Attention needs to be given to cutting costs as well as to means of providing more and better service.

Quick-freezing, packaging and speedy transportation may open up a wide range of specialty outlets which enterprising packers and meat handlers will want to develop and service. Mounting air travel invites attention to providing more attractive food service aloft. More than one traveler does not need convincing that railroad food service may need some attention if that form of transportation is to hold its own. Clubs and hotels may offer other specialty outlets.

Mention of transportation brings to attention the awesome Pandora's box of rates. This topic is so complex that its details must be left to those who make that field their specialty. One need not be a traffic expert, however, to realize that the rate structure may

aid one and penalize another. Rates necessarily rest on a composite of considerations, many of which are not subject to refined measurement. Without attempting any detailed analysis, can we not find some valid principle as a guide? Should not the aim of the rate structure be that of fostering rather than hindering the use of productive resources for the greatest satisfaction of human wants? Group interests often tend to seek to satisfy other ends, but it is to be hoped that the trend in rate regulation, like other activities fraught with public interest, will give increasing weight to the common good.

Price Controls and Subsidies

War price controls and subsidy payments have been and are bones of contention. I rather suspect that the OPA is the one outfit with a lot of friends here this afternoon. My attention has been caught by the fact that the two times you have broken in to applaud,



once this morning and once this afternoon, were both associated with rather unfavorable references to the OPA. There was a time, of course, you could blame the professors for what happened in the OPA and then you filled it with business men and you are still avoiding it.

It is easy to chafe under controls and to imagine a state of bliss if they were ended. We tend to magnify the objections and to minimize, if not forget entirely, the purposes for which these controls have been established. It is unrealistic to believe that we could have gone through the war without serious inflation had there been no price control. Inflation would have taken the bit in its teeth and run away if we had not held firmly the reins of price control. Because we controlled prices, we had to employ rationing to attain some equity in the distribution of inadequate supply. No one argues against the point that full production is the best check on inflation but adequate production of both war and civilian goods is an impossibility in an all-out war. Criticisms of controls ought to be tempered by realization of the price we would have had to pay in terms of economic chaos had there been no controls.

I was glad to hear Mr. Hardenbergh recognize this point this morning in saying that we ought to be cautious about removing controls of pricing, for which there is still a need. We are not here either to extol or to inter price control and rationing. In any discussions of marketing trends, however, some attention should be given to price prospects. This audience need not be reminded of the very close relationship which exists between the level of activity and employment and the demand for meats. The prospects for employ-



OVERFLOW CROWD PACKS MEETING HALL

The demand for seats was so brisk at the afternoon session on the first day that many delegates were forced to stand in the rear of the hall to see and hear such personalities as Harry E. Reed, Farmer Kern and Dr. O. B. Jesness.

ment and national income provide an important clue to the strength of the consumer demand for meat in the years ahead.

Shifting from War to Peace

The nation is shifting from war to peacetime pursuits. Unfilled demands for many durable goods such as housing, automobiles, radios and the like are pressing on the market. The prospects are for a high level of activity for some time ahead. How well we fare after that depends upon how

successful we are in organizing and planning our productive efforts and how well we keep the economy in balance.

Farmers increased production about one-third to meet war needs. In spite of this, shortages developed in the civilian market. Lend-lease requirements which were of considerable importance during the war are no longer part of the demand picture although we probably shall continue to aid in supplying relief food to war-torn countries for another year or more. Military purchases are tapering off as it no longer is necessary to accumulate stock piles and current needs are going down with demobilization.

In the matter of international trade and the foreign market, I certainly hope that Farmer Kern is correct in expressing the prophecy that we may have foreign trade of \$20,000,000,000 in the years which lie ahead. It is to be hoped that our own policies and those of other nations will mean the continuation of an active foreign market even though the volume may fall short of that at the height of lend-lease shipments. At the best, there will be some changes in the makeup of that trade. In place of heavy shipments of cheese, dried milk and meat and some butter, we will return to exporting cotton, tobacco, fruits, lard and perhaps some wheat. The supply of foods such as cheese, meat and butter hence will be dependent on domestic outlets.

I think when we consider our interests in export, we need to broaden our thinking. I, for one, am greatly disturbed at the present time over the seeming absence in our planning and discussion in administrative circles in Washington, including Congress. I



LAYING PLANS FOR ADVERTISING PROGRAM

On the day preceding the opening of the annual gathering, the AMI advertising planning committee met to outline the advertising program for year ahead. New advertising will have more of a selling slant as the tight supply situation eases.

hope my fellow citizen, Mr. Andresen, is still here. We seem to think that we can go blissfully ahead and develop a set of policies for the domestic economy without any concern of the effects of those policies on our relationship with the rest of the world. Ladies and gentlemen, it can't be done.

We cannot build a price structure here at home without considering its relationship to the price structure of the world, not if we want to maintain any foreign trade. We cannot build up a wage structure which is part of the price structure without regard to conditions in the rest of the world and maintain any sort of a volume of trade and, in my humble opinion, the ideology that we have been expressing in recent months with respect to international cooperation for the maintenance of peace—and Lord knows the United States has more at stake than any country in the world in the maintenance of peace because another world war may mean our annihilation or at least the annihilation of the freedoms and the securities which mean more than life itself.

The expressions of support for these ideologies is not enough. We have to remember that our policies on the domestic front have to dovetail in with our foreign relations if we are going to have international cooperation that will be effective in maintaining peace in this world. I do not believe that that very important point which lies ahead has had the attention in our thinking that it deserves, but I must return to this question of prospects for civilian demand.

Pay Checks to be Smaller

It seems optimistic to expect civilian demand to continue at extreme war peaks even at a high level of non-agricultural activity. There will be fewer persons receiving regular pay checks. Overtime will largely disappear and the purchasing power it provided will not be maintained, even though wage rates rise unless the output at shorter hours approaches the level of the longer days of wartime. The up-grading of workers under wartime labor shortages is being reversed as supply becomes more ample.

Foods also will experience added competition for the consumer's dollar as civilian goods return to the market. Agricultural output, however, is likely to be maintained. In fact, the trend might be upward as more farm labor becomes available, new equipment can be added and new technology is developed. Farmers consequently are not without basis for the view that consumer demand may not be sufficient to keep prices from returning to lower levels.

True, support prices have been provided by Congress for a two-year period. Until the end of the war has been declared we don't know when that period starts or ends. These are not without justification as a reconversion aid to the farmer. However, they are



THEIR CHEERY SMILES WERE INFECTIOUS

Chicagoans all are the members of this cheery group made up of (l. to r.) J. C. Leggett, Charlotte Harr, P. R. McKendrick and Bernice Walker, all of The P. Brennan Co., Chicago; Ed Mandernack, Golden Oak, Chicago; and Virginia Zorek and Jim White, both of The P. Brennan Co.

not effective instruments for adjusting output or clearing markets and are not well suited for longer-run use. Demand, undoubtedly, will be strong for their continuance if farm prices tend to weaken materially.

What is the probable trend? If we do not weigh carefully the consequences, the likelihood is that price supports will continue. Would this be desirable? Price supports will be most popular among farmers if they are above the market levels. There is no particular purpose in the price supports if they aren't above market levels. But under

such circumstances, we are replacing the market by government action insofar as price determination is concerned. Can government do a better job than the market, especially when it has to rely on a parity formula which expresses outdated relationships in vogue a generation ago? And we heard this morning that the price parity formula is up for revision. For what purpose? To create hard prices and consequently a hard base for support.

Prices above the market will encourage expanded production, lessen consumption, reduce exports, and invite



CHICAGO PACKERS MAKE GOOD RECEPTION COMMITTEE

Four Chicagoans welcome an equal number of out-of-town visitors. In the group are (l. to r.) M. Rothschild, president, M. Rothschild & Sons, Chicago; E. V. Theobald, general manager, Abraham Bros. Pkg. Co., Memphis, Tenn.; Dr. S. Ostrosky, general manager, Gurrentz Packers, Chicago; George G. Abraham, vice president, Abraham Bros. Packing Co.; R. V. Quinn, smoked meat manager, William Davies Co., Chicago; S. Lynch, general manager, Devonshire Pork Packers, Chicago, and two brothers, Harry Gurrentz of Gurrentz Packers and Capt. Murray Gurrentz. Capt. Gurrentz is expecting his Army discharge shortly, when he will return to the Gurrentz Texas office as manager.

the expansion of substitutes. They will call for government control over production and disposal. They will represent a claim on public funds. It will be well if we do our best to appraise carefully in advance these angles in order that we may not be saddled with a program that runs contrary to the country's and the farmer's best interest. The trend is likely to be in the nature of drifting unless we do some real serious thinking while we still have a choice. Notice what I said. I didn't say "Unless Washington does some serious thinking." I said "Unless we do some serious thinking." Because what is done in Washington depends on how we think, and how we express our thoughts to our government in Washington.

Let Market Seek Level

There is much to be said for allowing the market to seek its level because the resulting prices will do better than artificially fixed prices in directing farm production, will come closer to moving supplies into consumption and will favor desirable international trade. At this point some farm leaders will protest that the farmer cannot be left in the lurch in this manner. However, if it becomes necessary to improve the agricultural income situation in times of distress through government action, this may be done by means of income payments. The cry of "subsidy" is heard at once, but what is the maintenance of price at artificially high levels by government action if it too is not subsidy?

It is safe to say that as far as the farmer is concerned, no government program is a satisfactory replacement for a high level of productive activity and employment in nonagricultural lines. This is an essential for agricultural welfare for which there is no substitute. Consequently, the farmer is particularly interested in policies which will aid in maintaining the employ-



FOLLOWING PATH TO BUSINESS SESSIONS

As the moment for the opening of one of the sessions nears, delegates move in a steady stream toward the meeting hall. This was in great part due to the hard work and forgoen voice of veteran conventioneer Jimmy Hills.

ment situation and activity in non-agricultural lines.

The common tendency is to over-stress prices and wage rates and to overlook the importance of production and employment. Everyone recognizes that prices and wage rates are important in determining how the national income is distributed. But the size and makeup of that income are determined by production. The interest of all—agriculture, labor, management, capital, the consumer—calls for the highest level of production of goods and services at the greatest attainable efficiency.

A high level of living will not be

reached merely by raising prices. It takes production of the required volume and kinds of goods and services and the maintenance of price relationships which will yield the fairest possible distribution of the results. Each individual has a responsibility for contributing to the sum total as well as having the privilege of drawing upon that total. Wage and price policies need to be arrived at through consideration of their effects upon the common good as well as their effects upon those immediately concerned.

Full Production Wanted

Professions of belief in the benefits of private enterprise are heard on every hand. It may not be out of place to recall that "faith without works is dead." The farmer has demonstrated his belief in full production. He wants the rest of the economy to join in that belief by developing full production of goods and services generally. We will not do so as long as we think only in terms of prices and wage rates. We must think in terms of goods and services and the production and employment they involve. If each will do his part, we can face the future and its trends with confidence, knowing that we can solve our problems and that better days are ahead.

The meeting recessed at 3:30 p. m.



FROM THE EAST AND MIDDLE WEST THEY CAME

Early convention arrivals included the quintet of (l. to r.) Herman Silver, Food Fair Stores, Inc., Philadelphia; Charles Trunz, vice president, Trunz, Inc., Brooklyn, N. Y.; A. B. Collier, assistant sales manager, John Morrell & Co., Ottumwa, Ia.; J. Goldberg, Food Fair Stores, Inc., Philadelphia, and E. E. Schwitzke, sales manager, Trunz, Inc., Brooklyn, New York.

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Dinner Session

TUESDAY EVENING

"The Power of Information"—Elmo Roper

"Research and Patents"—Dr. Robert E. Wilson

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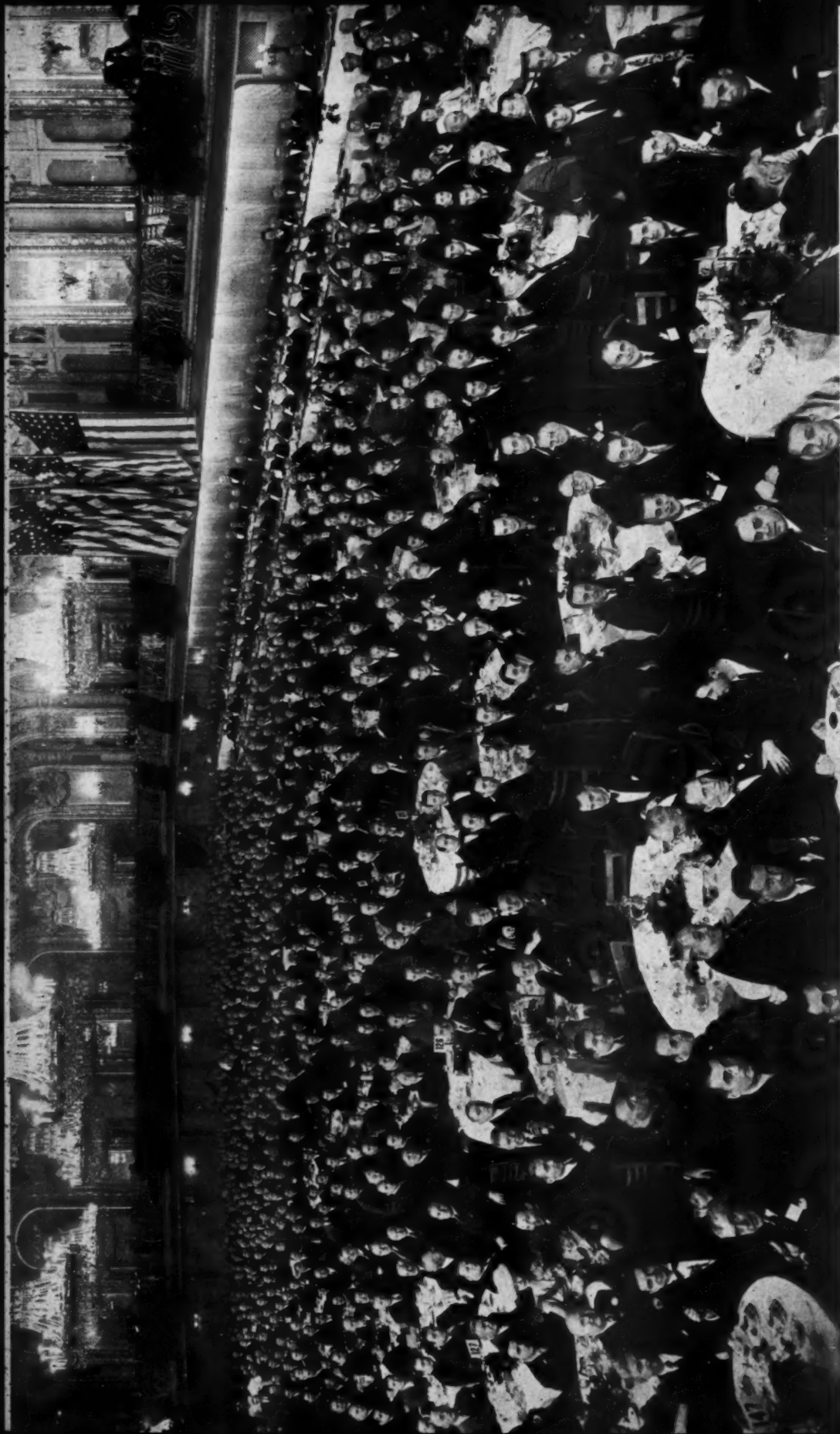
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Fortieth Annual Dinner of the American Meat Institute

Held at the Stevens Hotel, Chicago, October 30, 1945. Address by Dr. Robert E. Wilson, Standard Oil Company (Indiana)

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TWO VIEWS OF SPEAKERS' TABLE AT ANNUAL AMI DINNER ON FIRST NIGHT OF MEETING

More Education Yields Better Citizens and Meat Customers, Says Roper at Dinner

THE meeting reconvened at 9:35 p.m. with T. Henry Foster, chairman of the board, presiding.

CHAIRMAN FOSTER: Four years ago this month, we held our thirty-sixth annual convention in a nation at peace. But it was an uneasy nation, surrounded by a world at war, a world in which all human values seemed to disappear.

Since that time, millions of our men have answered the call of their nation. Thousands of men from our own industry have dropped the tools of their trade and picked up the tools of another and an unpleasant profession. Many of these men have given their lives in order that our way of life might live.

In honor of these men, and in recognition of the fullest measure of their devotion to the ideals of a free nation which they displayed, I ask this annual meeting to rise and to face the flag while "Taps" is sounded, in their memory.

... The members of the audience arose as "Taps" was sounded ...

CHAIRMAN FOSTER: I think it is entirely fitting that we should recognize the services rendered by our men on the home front, our employees who have endured long hours to fill the needs of our fighters and civilians. Similarly, some of the special effort that our men at home have made to let their former associates in the armed forces know the continuing bond of affection, deserves special mention.

I know of one young man in our industry who, during the war, wrote more than 16,000 letters to men in his company in the armed service. Young ladies of another company in the aggregate wrote more than a million letters to employees in the service. I am sure that there are scores of other instances as inspiring.

I would like to mention also, in passing, the efforts made by the manage-

ment of our industry during the past four years. A phenomenal job has been done, a job which played an important part in the winning of the war. According to information given to us by the government, more than 40 companies have received either the Army-Navy "E" or "A" awards.

Our first speaker of this evening is familiar, I believe, to all of us. He is nationally known as one of the outstanding marketing consultants. It may be that some in this room will remember the information presented by Elmo Roper at our last annual dinner. It is sufficient to say that it was extremely accurate, as all of Mr. Roper's presidential polls have been. We shall continue to look forward with hope to Mr. Roper's pre-election appearance before us in 1948.

Mr. Roper, as all of you know, has made several important surveys for the American Meat Institute. He has performed many important functions with the government in connection with World War II. He has served as a dollar-a-year man with the advisory committee of the purchasing division of OPM in 1941 and 1942. He was deputy coordinator of information during that same period, and was a member of the board and deputy director of sales of the Office of Strategic Services. He is research director of the *Fortune* survey of public opinion, and assistant professor of Journalism at Columbia University.

His subject tonight is, "The Power of Information."

ELMO ROPER'S ADDRESS

ELMO ROPER: Anyone who makes his precarious living by being a consultant and who at the same time has a conscience, a rare combination in itself, must feel an obligation to keep

reminding his clients and others just exactly what they get when they hire consultants. Partly for that reason, and partly to keep my franchise on the definition, I should like to remind you that a consultant is a man who knows less about your business than you do and gets more money for telling you how to run it than you could possibly make out of the business itself by running it yourself, even if you ran it right.

Mr. Foster mentioned the fact that I am a professor. I am glad, always, to be introduced as being a professor. It adds, sometimes, the only aura of respectability about what I am going to talk. You know what a professor is: a man who spends his time telling you how to solve the problems of life which he himself has tried to avoid by becoming a professor.

If there weren't some bankers up at the table here I would define what a banker is by saying he is a man who is perfectly willing to loan you money if you can prove beyond a question of doubt that you don't need it.

My subject for tonight is a less controversial topic than the one on which I spoke a year ago, but it is, I believe, a subject of more far-reaching importance to democracy than was the subject we discussed a year ago, or the situation we faced a year ago.

The whole theory of a democracy is that it is a form of government which permits a majority to translate their wishes into action, while at the same time protecting the rights of a minority. The very concept of translating wishes into action presupposes that people have wishes and therefore that they have opinions on at least those issues which are important either to their national or their day-to-day-lives. It may be fairly said, I think, that a successful democracy is dependent upon public opinion.

An ideal dictatorship would be a

society where only one man had really strong opinions about anything. He could then rule as he wished and no one would be unhappy because no one would care. A democracy, however, presupposes that people do have opinions and do care about what happens to them and to those about them.

Our history is filled with instances of where almost all of our people *did* have opinions upon issues which were important to their national and their personal lives. The War of Independence itself is an outstanding example. There were in America people on both sides of that issue, but such history as I have read would indicate that there were few people who had no opinion. Again in 1861 there arose the twin issues of slavery and the possibility of a divided nation. Here again we found people with opinions on both sides of the issues, but here again history says that most people did have opinions.

People Must Have Opinions

It isn't enough, however, that people have opinions about wars or about issues that culminate in wars. It is important that people have opinions about the less dramatic things, the things that influence their daily lives. I think it is fair to state that one reason our lawmakers throughout our history have been permitted to make a political football out of the tariff question is that only a minority of people had any strong opinions on the tariff question. I think it is fair to say that the reason certain selfish interests have, from time to time in our history, abused our taxation system and have allowed the retention of fiscal policies which were uneconomic, unsocial, and understandable is that very few people had opinions on what should be a taxation policy or fiscal policy.

So I think it is fair to say that the success of a democracy is dependent not only upon the *nature* of public opinion but also upon what the *volume* of public opinion is. When more and more people have more and more opinions on more and more things, we shall have

made a start, at least, toward having a more successful democracy.

During the last 12 years, our organization has made hundreds of public opinion and attitude studies. In many of them we have not only asked people for their opinion on something of political or economic or commercial importance, but we have also asked certain questions designed to let us know how much or how little information—or misinformation—the person answering the opinion questions had. A recent analysis of all these surveys during the past 12 years has provided what is to me startling confirmation of something which our ordinary reasoning should probably have told us was true anyhow.

One finding coming out of this analysis is that the *volume* of opinion about almost anything is dependent upon the volume of information on whatever subject we are considering. This is well illustrated by an analysis of 163 questions which asked for an opinion about something, asked in questionnaires where we also had provided an opportunity to measure the *amount* of information people had on the subject. Please bear in mind that these information questions were not intelligence questions. No college education was needed to answer them. Some familiarity with what goes on on the radio and in the newspapers and magazines was all that was needed to provide correct information on the kind of question we asked about.

Ill-Informed Lack Opinions

We found in summarizing these 163 questions that 28 per cent of the people who had little information or no information told us that they simply had no opinion on the opinion questions we asked them. Only 7 per cent, or one-quarter as many, of those who had demonstrated the presence of some information failed to express an opinion as to the rightness or wrongness of whatever we were asking about. Translated into bar charts, the findings are dramatic. Almost all of those with information on the subjects under dis-

CAN YOU SPOT YOURSELF OR YOUR FRIENDS AT ONE OF THE BANQUET TABLES?

cussion had some sort of opinion. Over a fourth of those without information had no opinion of any kind.

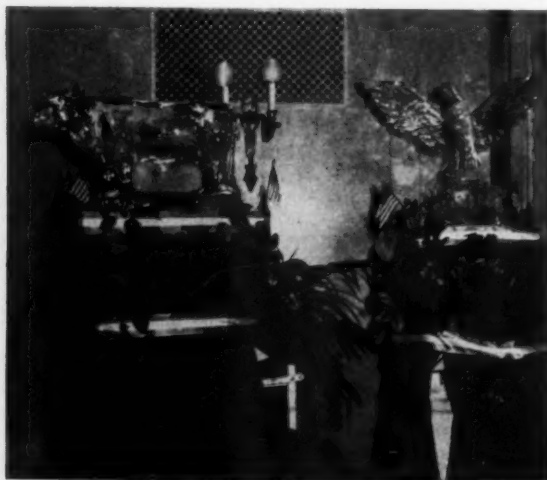
Thus far we have been talking only about the possession of *some sort* of opinion. Obviously the *nature* of the opinions held is of great importance to the proper functioning of a democracy. This same examination of surveys during the past 12 years throws a great deal of light on the nature or quality of opinions held when compared with information possessed on the subjects involved. We found that the possession of information not only resulted in more people having more opinions on more things but, perhaps equally important, the possession of information resulted in the possession of a different *kind* of an opinion.

Informed Have Broad Outlook

I cannot take time here to discuss all of the differences in opinion produced by the possession of information. One rather dramatic generality which can be made, however, is that those with information were inclined to broader, more moderate opinions, whereas, to those without information, things were likely to appear as either all black or all white. This showed up, for example, in answer to questions about what the government should do about utilities. For the purpose of measuring attitudes on this subject, we used a four-part attitude scale, asking the respondent which of the four attitudes came closest to expressing his own opinion. At one extreme was the statement that the government should leave the utilities strictly alone to operate as they saw fit without any regulation whatsoever. At the other extreme was a statement that government should take over and operate, as governmentally owned institutions, all utilities. In between were two statements which described varying degrees of regulation by government under private ownership. The people who had shown little information were more inclined to pick either the extreme of no regulation whatsoever or the extreme of government ownership, whereas the informed people clustered in one or the other of two degrees of governmental regulation of privately owned utilities.

There were other differences in the quality or nature of the opinions expressed but, in general, it can be said that the better-informed, while not in any way lacking in the positiveness with which opinions were held, were inclined to more well-rounded and balanced opinions and to be less dogmatic in choosing a totally black or totally white viewpoint.

Still another finding came from this same analysis. We found that the greater the amount of formal or school education, the greater the amount of information there was on strictly current



DISPLAY STEER, EAGLE OF ICE

Immediately preceding the serving of dessert at the annual dinner, the figures of a steer and an eagle formed in crystal clear ice were paraded through the huge ballroom amid the flashing of spotlights. They were on display afterwards. This bit of showmanship won hearty applause from the diners, most of whom conceded that it was a novelty they had never before witnessed.



topics. I am not referring here to the kind of information that is taught in textbooks and schools—obviously the well-educated would have more of that—I am referring only to the kind of information that one need not go to high school or college to get, providing he has enough curiosity and thirst for information occasionally to read the daily papers or to listen to news broadcasts. We found a direct correlation between the amount of formal education and the number of people who were willing to try to answer information questions and an even more conclusive correlation between the amount of edu-

cation and the accuracy with which information questions were answered.

These findings, of course, add strength to the contention of some that the chief function of education is to arouse a thirst in people to keep on being well-informed. Perhaps this calls for a shift in emphasis on the subjects taught in our school system. Maybe more economics, if someone could find a way to teach the subject in a live and vital fashion, more sociology and more political economy, might arouse in people a thirst for continuing to keep informed after college or school at least as well as Greek and Latin do!

THE ANNUAL BANQUET IS ONE OF THE HIGH SPOTS OF THE CONVENTION

In any event our figures show conclusively that more and better education is responsible for the possession of more current information about what's going on in the world. Possession of more current information creates not only more opinions but a different type of opinion on more and more things. More opinions, and soundly arrived at opinions, mean a better democracy.

These facts outline a responsibility

Dignitaries Who Were Seated at the Speakers' Table:

OFFICERS and directors of the Institute, other meat industry leaders, educators and distinguished heads of leading banks, railroads and other industrial companies filled the two great tables extending the length of the banquet hall during the convention banquet held in the grand ballroom of the Stevens hotel, Tuesday, October 30. The speaker of the evening was Dr. Robert E. Wilson, chairman of the board, Standard Oil Company (Indiana).

Guests seated in the front speakers' table, left to right as viewed by the audience, were:

TABLE I

WALTER E. REINEMAN, member of board of directors of Institute, and president, Fried & Reineman Packing Company.
P. O. WILSON, manager, National Live Stock Producers Association.
WALTER SEILER, member of board of directors of Institute, and president, Karl Seiler & Sons.
ADAM GUTH, president The National Association of Retail Meat Dealers, Inc.
FRANK KOHRS, member of board of directors of Institute, and president, Kohrs Packing Company.
THOMAS DREVER, president, American Steel Foundries.
H. HAROLD MEYER, member of board of directors of Institute, and president, The H. H. Meyer Packing Company.
HARRY E. REED, director of live stock branch, Production and Marketing Administration, United States Department of Agriculture.
HOMER R. DAVISON, vice president, American Meat Institute.
JAMES L. DONNELLY, executive vice president, Illinois Manufacturers' Association.
FREDERICK M. TOBIN, member of board of directors of Institute, and president, Tobin Packing Company, Inc.
J. S. McLEAN, president, Canada Packers, Ltd.
R. C. POLLOCK, general manager, National Live Stock and Meat Board.
LOUIS W. KAHN, member of board of directors of Institute, and president, The E. Kahn's Sons Company.
M. F. STOKES, president, Chicago and Western Indiana Railroad Company.
W. R. SINCLAIR, member of board of directors of Institute, and president, Kingan & Company.
FRANK McNAIR, vice president, Harris Trust and Savings Bank.
C. J. ABBOTT, vice president, the Nebraska Stock Growers Association.
SAMUEL SLOTKIN, member of board of directors of Institute, and president, Hygrade Food Products Corporation.
HARRY C. SCHAAK, president, Board of Trade of the City of Chicago.
JAY C. HORMEL, member of board of directors of Institute, and president Geo. A. Hormel & Co.
EARL C. SMITH, president, Illinois Agricultural Association.
E. A. CUDAHY, member of board of directors of Institute, and chairman of board, The Cudahy Packing Company.

AUGUST H. ANDRESEN, Congressman from Minnesota.

THOS. E. WILSON, member of board of directors of Institute, and chairman of board, Wilson & Co., Inc.

DR. ROBERT E. WILSON, chairman of board, Standard Oil Company (Indiana).

T. HENRY FOSTER, chairman of board of directors of Institute, and chairman of board, John Morrell & Company.

WESLEY HARDENBERGH, president, American Meat Institute.

ELMO ROPER.

WALTER J. CUMMINGS, chairman of the board, Continental Illinois National Bank and Trust Company of Chicago.

GEORGE A. EASTWOOD, member of board of directors of Institute, and president, Armour and Company.

EDWARD E. BROWN, chairman of the board, The First National Bank of Chicago.

JOHN W. RATH, member of board of directors of Institute, and chairman of board, The Rath Packing Company.

CHARLES E. FRILEY, president, Iowa State College of Agriculture and Mechanic Arts.

H. P. RUSK, dean and director, College of Agriculture, University of Illinois.

GEORGE A. SCHMIDT, member of board of directors of Institute, and president, Stahl-Meyer, Inc.

H. E. BARCOCK, chairman of the board, Cornell University.

OSCAR G. MAYER, member of board of directors of Institute, and president, Oscar Mayer & Company.

MRS. R. M. KIEFER, secretary-manager, National Association of Retail Grocers.

R. L. WILLIAMS, president, Chicago and North Western Railway System.

W. F. SCHLUEDERBERG, member of board of directors of Institute, and president, The Wm. Schluederberg-T. J. Kurlde Company.

RICHARD WAGNER, president, Chicago Corporation.

CHESTER G. NEWCOMB, member of board of directors of Institute, and president, Cleveland Provision Company.

EMERY T. FILBEY, vice-president emeritus and adviser on war projects, The University of Chicago.

EDWARD F. WILSON, president, Wilson & Co., Inc.

E. A. TROWBRIDGE, dean, College of Agriculture, University of Missouri.

J. F. KREY, member of board of directors of Institute, and executive vice-president, Krey Packing Company.

JAMES E. KELLEY, acting deputy administrator for rationing, Office of Price Administration.

A. W. BRICKMAN, member of board of directors of Institute, and vice-president, Illinois Meat Company.

DAVID F. HUNT, president, United Stockyards Corporation.

HARLEY D. PERT, member of directors of Institute, and president, Peet Packing Company.

DAVID H. REIMERS, president, The Live Stock National Bank of Chicago.

WILL J. MILLER, secretary-treasurer, Kansas Livestock Association.

TABLE II

R. G. THOMAS, member of board of directors of Institute, and executive Vice President, The Lima Packing Company.

OSCAR TOWNSEND, vice president, Chicago Great Western Railway Company.

LORENZ NEUHOFF, JR., member of board of directors of Institute, and president, Neuhooff, Inc.

L. R. CAPRON, vice president, Burlington Lines.

E. D. HENNEBERY, member of board of directors of Institute, and president, The Hull & Dillon Packing Company.

W. H. SPENCER, regional director, United States Employment Service.

T. A. CONNORS, national meat representative, The Great Atlantic & Pacific Tea Company.

GEORGE R. DRESLER, secretary, the National Association of Retail Meat Dealers, Inc.

G. A. BILLINGS, member of board of directors of Institute, and vice president, Cudahy Brothers Company.

HOMER B. VANDERBLUE, dean, School of Commerce, Northwestern University.

R. C. INGERSOLL, president, Ingersoll Steel & Disc Division, Borg-Warner Corporation.

S. EDGAR DANAHY, member of board of directors of Institute, and president, The Danahy Packing Company.

SOLOMON B. SMITH, vice president, The Northern Trust Company.

J. H. McCALL, member of board of directors of Institute, and vice president, J. H. Allison & Company.

H. H. KILDEE, dean, Division of Agriculture, Iowa State College of Agriculture and Mechanic Arts.

HENRY L. COFFIN, member of board of directors of Institute, and president, Gibson Packing Company.

DR. O. B. JESNESS, chief, Division of Agricultural Economics, University of Minnesota.

HAROLD H. SWIFT, chairman of board of trustees of the University of Chicago and vice chairman of Board of Swift & Company.

PAUL S. RUSSELL, vice president, Harris Trust and Savings Bank.

D. R. HOWLAND, member of board of directors of Institute, and president, Miller and Hart.

GEORGE A. MALCOLM, president, Drovers National Bank of Chicago.

FREDERICK A. VOGT, member of board of directors of Institute, and president, F. G. Vogt & Sons, Inc.

B. G. McCloud, president, The First National Bank of Chicago.

OSCAR EMGE, member of board of directors of Institute, and president, Emge & Sons.

CHARLES E. HERRICK, past president, American Meat Institute.

G. WM. BIRRELL, member of board of directors of Institute, and treasurer, Ch. Kunzler Company.

JESSE M. DIETZ, American Stores Company.

D. E. NEBERGALL, member of board of directors of Institute, and president, D. E. Nebergall Meat Company.

F. S. SNYDER, past president, American Meat Institute.

S. P. CORNELIUS, member of board of directors of Institute, and president, Cornelius Packing Company.

A. R. MILLER, chief, Meat Inspection Division, U. S. Department of Agriculture.

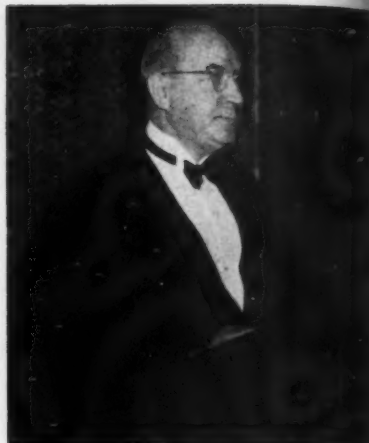
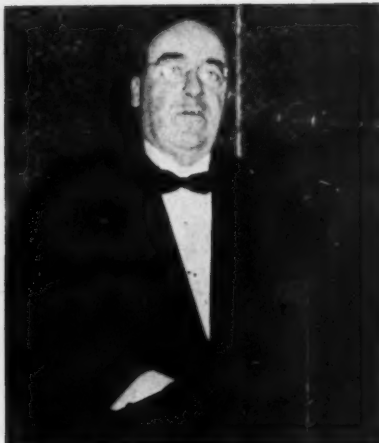
CARL WEISSEL, JR., member of board of directors of Institute, and president, Weisel & Company.

J. D. FARRINGTON, chief executive officer, Rock Island Lines.

HENRY NEUHOFF, JR., member of board of directors of Institute, and president, Neuhooff Brothers Packers, Inc.



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HEADLINERS PICTURED AS THEY TOOK SPEAKER'S ROSTRUM DURING ANNUAL DINNER

Shown above (l. to r.) Elmo Roper, Dr. Robert E. Wilson and T. Henry Foster.

for every citizen, whether he be in the meat packing business or in public opinion research or railroading, to do all he can do to see that our formal education in the schools and colleges of this country is improved and that the opportunity to attend school is extended to an ever increasing number of people. It places an additional obligation on all of us to try to safeguard the existence, and the freedom, of the informal media of communication—the newspapers, the radios, magazines, moving pictures, and the various forums. We need more and better newspapers, more and better radio programs, more and better magazines. We need them not because they are profitable businesses for their owners but because dissemination of information about what's going on in the world is a profitable business for those who would preserve democracy.

But these obligations to improve our school system and the media of com-

munication are obligations resting on all of us equally. Certain people have added responsibilities. Publishers, for example, have an added responsibility to keep more than just an occasional eye on encroachments upon the freedom of the press. College presidents have an obligation to give more than an occasional glance at the business of keeping our school system adequate for our democratic needs. Certain people in business have added responsibilities over and above their usual ones as citizens. I should like to say that you people who are in the meat packing business have a very special obligation over and above the normal obligations we have just been discussing.

Nourishment Aids Democracy

That obligation has to do with the elimination of undernourished bodies. Just as an informed electorate is a better foundation on which to build a

A GOOD DINNER, TALKS AND ENTERTAINMENT MADE THE BANQUET A SUCCESS

democracy, so is a well-nourished electorate a better foundation on which to build a democracy. It is a well-known, scientific fact that bodily undernourishment undermines the mind. Undernourishment breeds crime and undernourishment creates a spirit of defeatism. Defeatism in turn, or the lack of physical and mental energy, makes people an easy prey for foreign aggression, whether that foreign aggression takes the form of armed force and tanks and airplanes or whether it takes the form of inculcation of ideas alien to that whole spirit of democracy.

Many people, perhaps some of you, were inclined to scoff when President Roosevelt said that a third of the nation was underfed. From surveys we have done, I am convinced this was a serious understatement of the condition. I think that at the time the statement was made more than a third of the nation was underfed simply because they couldn't afford to be well fed, and perhaps an additional third was underfed because they lacked the knowledge of how and what to eat in order to be adequately nourished. It is no less my job than yours, and all citizens in the country, to do everything we can to eliminate the undernourishment of those people who are not well fed because of poverty.

But you have a special obligation that goes beyond the obligation of ordinary citizens. Your industry supplies what medical science agrees is a most necessary food. You share with the colleges and with the government the job of eliminating that part of undernourishment which springs from lack of knowledge as to how to be well nourished.

I suppose it seems peculiar for me to be giving what might be accused of being a "pep talk" about the meat industry to this group. I can only hope that you believe I am doing it with con-



MANY FRIENDS MEET AT SWIFT PARTY

The Swift & Company cocktail party Tuesday evening, held prior to the annual dinner on October 30, was well attended, as can be seen by the above photo. Several similar social gatherings made a good beginning for a busy evening.





FRIENDLY GATHERING UNDER ARMOUR BANNER

No need telling that the cocktail party given by Armour and Company was well attended by many of the friends of this organization. Yes, you named your choice in the way of refreshments, and a good time was had by all.

plete sincerity. It seems to me that there is a great vista of national service opened up before you. Not only can you fight, as all of us can, for better education for more people—not only can you fight, as all of us can, for more and better newspapers and radios—not only can you fight, as all of us can, against poverty—you can also fight, and more effectively than most of the rest of us, for the elimination of undernourished bodies and the resultant unstable minds which are caused by a lack of information about the value of your product and all other food products, to the end that a well-nourished, well-informed electorate can take this still comparatively new land of ours and, because of sound bodies and intelligent and inquiring minds, can make it a beacon light for a world sorely in need of leadership.

CHAIRMAN FOSTER: Our next speaker tonight is an outstanding industrialist and an outstanding chemical engineer. He attended the College of Wooster, Ohio, graduating magna cum laude. He studied mechanical engineering at the Massachusetts Institute of Technology and shortly after obtaining his degree from that Institute, joined the research laboratory of General Electric Co. He was a Major in the chemical warfare services in 1918 and 1919 when he directed the research division of gas mask absorbents. In 1922 he joined the Standard Oil Co. as an assistant director in charge of research. He became assistant to the vice president in charge of manufacturing in 1929 and in 1931 was made vice president in charge of research and development. In 1937 he became president of Pan American Petroleum and Transport Company, and in 1944 became chairman of the board of the Standard Oil Co. of Indiana. He is the holder of nearly 100 patents on chemical and engineering processes. In 1939 he received the medal of the Society of Chemical Industry, and in 1943 was awarded the Perkins Medal for outstanding contribution in the field of research.

The subject of Dr. Wilson's talk tonight is "Research and Patents."

WILSON'S ADDRESS

IF I were given an assignment to destroy America's future greatness, I can think of no more effective way than to emasculate her patent system."

This summation of his subject was given by Dr. Robert E. Wilson, chairman of the board of directors of the Standard Oil Company (Indiana), in his speech at the annual dinner.



R. E. WILSON

The American patent system is "in real jeopardy," Dr. Wilson said, "and this jeopardy is due to public misrepresentation; which, in turn, is largely due to deliberate misrepresentations as to the nature of the patent monopoly and the part which

LEADERS IN INDUSTRY BANKING, EDUCATION AND OTHER FIELDS SAT AT THE SPEAKERS' TABLE

patents play in encouraging inventions and their prompt public disclosure.

"Both you and I represent industries which over the past quarter-century have been almost revolutionized by scientific and technological achievements. We are today making hundreds of new products, of great value to the public, which were not even dreamed of a decade or two ago. In view of these achievements I am sure we are all convinced of the importance, to our industries and to our nation, of industrial research on an expanding scale."

Modern industry based on applied science is a great cooperative affair which can not thrive in a world ruled by secrecy, the scientist who recently became Standard Oil's chief executive pointed out; and yet the most serious effect that weakening of our patent system would have on the future of research would be to force industry back to the dark ages of secret processes.

"This would be highly unfortunate," in Dr. Wilson's belief, "since one of the principal factors in the rapid advance of science and technology in the past 30 years has been the practical elimination of the secret process in favor of prompt and full disclosure in the form of patent applications.

"As we diminish the patent reward for disclosure, the tendency to revert to secret processes is inescapable. The loss to our country would not be merely that due to the absence of competitive use of new processes, but even more in the slowing down of the exchange of basic information and new ideas."

Our patent system was created, he said, to benefit the public by encouraging the invention and the development of new and useful processes or products. "To secure these benefits, Congress, in



ELBOW BENDING ROOM ONLY

There was little more than elbow room at the Wilson & Co. cocktail party on October 30 where business cares were forgotten for the space of a few short hours.





A COOLING DRINK AND FRIENDSHIP

The Oscar Mayer cocktail party proved to be one of the more popular spots on the opening night of the convention. The gracious hosts provided everything necessary for a delightful get-together.

behalf of the public, solemnly offered a monopoly, limited in time, to anyone who would make prompt and full disclosure to the public of a new and useful invention, instead of keeping it secret.

"Whoever first conceived the notion of granting an inventor a limited monopoly in return for public disclosure of his invention had a brilliant idea, because it takes advantage of the fact that every inventor tends to overvalue his own invention; and no reasonable cash sum would encourage him as much as the thought of being able to control his own invention for a period of 17 years. Furthermore, it is difficult to think of a fairer method of reward, because its magnitude is largely dependent on how important his invention turns out to be, and on his intelligence in handling his patent.

"If he tries to charge too much, his invention will be little used and competitive research will be stimulated. In any case the public, at very small average cost, gets three advantages: prompt knowledge of the invention to add to the scientific background on which further research can be based, reasonable assurance that the worth-while inventions will be commercialized and free use of the invention after the patent expires.

How Public Benefits

"The public traditionally dislikes a monopoly," he commented, "regarding it as something carved out of the public domain and acquired by an individual. A patent right, however, covers something discovered or created by the individual and is a natural monopoly as long as he can keep it secret. The patent law simply offers him a legally protected monopoly, limited in time, in return for prompt disclosure, so that the information is immediately, and all rights are eventually, added to the public domain.

"If an American company, in order to get the right to manufacture under an important patent, granted by our Government to a foreign owner, has to agree to confine its operations under the patent to the United States, it is charged with participating in a cartel. If war develops ten years later, the company is publicly accused of having conspired with our enemy to deprive us and our allies of needed products.

"I do not mean to say that patents cannot be or have not been abused, as rights of every kind can be misused, but I do believe that such abuses are the rare exception and that a deliberate attempt has been made to discredit our patent system in much of the publicity which has emanated from Washington during the past few years."

A drastic weakening of the patent

system would be expected by Dr. Wilson to have little effect on the research policies of the large companies.

"Such companies," he explained, "can readily afford to carry on research programs covering their principal fields of activity solely for the purpose of maintaining their competitive position and keeping down manufacturing costs. If they find it expedient not to depend on patents, such companies will not stop their research but will tend to keep their 'know how' to themselves. The effect of emasculation of our patent system on the research activities of medium and small companies will be much more severe."

Drawbacks of Forced Licensing

Referring to the agitation for compulsory licensing Dr. Wilson said that the greatest objection in normal times to compulsory licensing is that it largely cancels the very reward the inventor was supposed to receive. The patent owner has less incentive to make a large investment in a new development if he is faced with the possibility that he may at any time be forced to give a competitor a license on terms which are unpredictable.

One present threat to the patent system was said by Dr. Wilson to reside in an effort to attach a patent rider to legislation now having Senate consideration for the establishment of a national research foundation.

Such a foundation, consolidating the gain of science during the war, has wide approval, Dr. Wilson said, and a bill by Senator Warren G. Magnuson, of Washington, carrying out recommendations of Dr. Vannevar Bush would put it into effect. A senatorial attempt, on the contrary, to use this legislation to change the patent laws by indirection is opposed by the great majority of scientists who have expressed their attitude, he asserted.



WILSON CHIEF CONGRATULATES HIS VETERAN EMPLOYEES

Three Wilson & Co. men who have served the packing industry 50 years are congratulated by their "boss," Thomas E. Wilson (second from right), chairman of the board. Others in photo (l. to r.) John Oliver, 70 years old; E. J. Humboldt, 65; Fred Jaeger, 78; C. L. Cameron, and Edward Foss Wilson, president.



Sessions 3 and 4

WEDNESDAY, OCTOBER 31

MORNING

"We Must Feed Our People Better"—H. E. Babcock

"Wanted: Salesmanship"—Arthur H. Motley

"What's Ahead in Meat Education"—John Holmes, R. N. Heath, R. A. Rath
and Frank A. Hunter, jr.

AFTERNOON

"Trends of Industry and Industrial Relations"—Louis Ruthenburg

"The Possibilities of Packaged Meats, Fresh or Frozen, in the Postwar Picture"—
J. W. Christian, E. W. Williams, Lt. F. Martin Hilby, Neil Anderson and
George W. Meek

More Meat in American Diet is Theme for Third Session

THE third session of the fortieth annual meeting of the Institute reconvened at 10 a.m. on October 31 with Edward F. Wilson presiding.

CHAIRMAN WILSON: Our first speaker today has had a long and distinguished career



E. F. WILSON

serving agriculture and industry. He is at the present time chairman of the board of directors of Cornell University at Ithaca, N. Y. He started his agricultural career as county agent in New York State in 1912, and in 1914 and 1915 was state director of the New York Farm Bureaus. From that time on his rise included the secretaryship of the N. Y. Farm Bureau Federation and directorship of the New York state food conservation committee during World War I. He has also been professor of marketing at Cornell and general manager of the Grange League Federation.

Dr. Babcock recently wrote an article for the *Country Gentleman* on the subject "We Must Feed Our People Better." It occasioned widespread comment.

BABCOCK CALLS FOR MORE REFRIGERATOR, LESS BEANPOT FOOD

DR. H. E. BABCOCK: I want to make one thing very clear at the beginning of what I shall say here, and that is that my only commercial interest in life today is that of the farmer. Everything I own is invested in farm property. I have always lived on a farm, and with my son we are farming in New York State and in the Pecos Valley in New Mexico.

The most depressing stage of my life was in 1942 when I served as an active member of the farm bloc lobby in Washington. Out of that experience came a determination on my part to develop some sort of a program of philosophy of which I could at least be proud when I went to bed at night. I got so fed up on the selfish interests,



H. E. BABCOCK

including those of agriculture, in the days when we were mobilizing for war, that I left Washington one morning and swore I would never go back to the darn place—and I have been back only once, but on a purely social engagement.

It must be evident to all of us that we need here in America a few common causes in which all of the people can become interested, and which all of us will support. I am going to talk about one bit of a program. It is not an entire program for the whole country, but it is an important bit of the program, and presents something which every man, woman and child in America can support.

I offer the human stomach as a common denominator in American life, and the optimum diet for that stomach is something we can all literally get our teeth in. I should like to approach the consideration of this bit of a program for America, with a bit of humor to which I retreat at times when the going gets pretty hard.

I remember a story about two little strawberries. The little girl strawberry said to the little boy strawberry, "Darling, we wouldn't be in this jam if we hadn't been in the same bed."

Tough "Housing" Problem

Here in America we are in bed with a lot of people, and a lot of interests. It is a common remark on the street, "Well, we've got to live with labor, so we might as well learn to get along with them." I presume labor says, "We've got to live with industry, and we're going to try to handle them so we can get along with them." I know the farmer says, "We've got to live with both labor and industry, and so we'll do the best we can to get along with them."

But what is lacking is the common sort of objective which I am presenting here, with which various interests, including the consumer, can sit around the table and figure out.

Back in 1920, right after World War I, a few of us took a conception from the experiment stations of the optimum diet for some chickens and cows.

We took a few specifications for diet for a cow: namely, that the concentrate had to be not over nine fiber, around four and half fat, around three-quarters digestible and palatable. We went to work with that simple conception, and in the period between the two wars, we ran up the largest feed tonnage in America, several billion tons a year starting from nothing.

At that time, there wasn't available in the experiment stations in the colleges very much information about what a man ought to eat, or a woman, or a growing child. It is, maybe, a sad commentary on our educational system,

but we developed here in America an exact knowledge about what we ought to feed a little pig and a little chicken long before we developed any formula for feeding babies and children. As a matter of fact, as I look at the formulas of the present baby foods, they bear a very close resemblance to the early formulas we developed for little animals.

Today, we have made enough progress in the science of human nutrition to say that most nutritionists—and they are like most professors, they prefer to disagree if they can—agree that the optimum human meal (I am not going to call it a diet) is built around animal products, reinforced by fresh fruits and vegetables or the processed equivalent of fresh fruits and vegetables. It is a very simple conception. It is the kind of a meal you order if you can get it. It is the kind of a meal everybody likes.

The Optimum Meal

Now, that meal has all of the characteristics of fat and fiber and carbohydrates, and the important one, so far as human beings are concerned, of palatability. It is the meal which people like best. Let me repeat it, and I shall repeat it here several times, that the optimum meal for an American man, woman or child is a meal based on animal products—meat, milk, eggs—and supplemented by fresh fruits and vegetables or the equivalent of fresh fruits and vegetables, processed.

I am not an economist but I have had some economists work for me, and they tell me that America does not possess the resources in land, men and equipment to furnish every man, woman and child in the country with an optimum meal three times a day. I think that that was pretty well brought out by Mr. Roper's survey to which he referred last night. Let's look at this optimum diet for a minute in the light of jobs. Whenever I speak of eating well in America, some Gloomy Gus says, "Yes, it is a fine objective but we can't eat well until we all have jobs." Now, as a matter of fact, there is no more practical way to create jobs than to eat well.

Improve Diet—Make Jobs

The optimum diet right now, so far as we use it, accounts for about 40 per cent of total gainful employment in America. Raise the consumption of the optimum diet and you create jobs. It would be just as sensible for me as a dairyman to look at an old brindle cow and say, "When you start milking heavily, I am going to feed you," as for the American people to say, "When we have all got jobs, we are going to eat well." If we start eating well in America, we create jobs. There is not much job in oatmeal, but if you feed oats to a cow to make milk, skim the milk and make ice cream then you set up a great chain of jobs in industrial activity.

I also run into the gloomy comment that the idea may be all right, but it is such a big thing that it can't be

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handled by anything but government. That always burns me up. I am still one of those individuals who think government exists for the people. I am rather inclined to believe that much of government's reputation in handling this last war arises from the fact that private industry and enterprise made it look good; therefore, I want to deal with this idea, this program of an optimum diet entirely in the terms of private enterprise promotion. The best I hope for is that the government won't obstruct it, as it might easily do through its export policy. Did you ever think of the difference it means in jobs, that is, in industrial activity in America, as to whether you export wheat or feed the wheat to a hen and export dried eggs?

So much for what the diet will do for jobs and as to who can develop the idea for America. It is a free enterprise proposition. Now take this matter of animal products in which this audience is particularly interested. I am going to say one or two things you may not quite like, but I have got some pretty good business proof of the soundness of the observations.

You, generally speaking, promote meat and meat products. I think that is fine. It is very desirable. I sometimes feel, however, that it would be a little more subtle and a little more effective if the particular interests engaged in handling and marketing animal products were willing to put more stress on the optimum diet and on the kinds of meals the American people ought to eat, and less stress on their particular contribution to those meals. I am going to give you an illustration which at least one or two men in this audience can check for accuracy.

Widening a Market

When we started 25 years ago with the idea of an optimum diet for a dairy cow, the corn products industry had a very fine product, gluten meal, which was dragging on the market. That industry was spending quite a little money to merchandise that very fine food product. As we got the idea across to dairymen that a cow needed a feed which was highly digestible, the manufacturers and processors began to look around for something which would make a dairy feed digestible. They noticed gluten meal and they began to use it in large quantities until the good diet, the good ration for the dairy cow, sucked all that stuff into the market.

Now the point I am making is this. I believe the milk and the poultry and egg and the meat groups in this country should give some rather careful thought to the idea of all of them supporting the kind of a meal which people ought to eat, and relying on that concept to pull their products, or suck them into the markets, rather than to put out some copy which I have read, and which a woman doesn't believe anyway, in which the point is made that if she doesn't have so many quarts of milk



A SEXTET OF SOUTHERN GENTLEMEN

Up from the sunny south came this group, including (l. to r.) R. Q. Glass, sales manager, Balentine Packing Co., Greenville, S. C.; Nat Buring, president, Nat Buring Co., Memphis, Tenn.; Sam Cherry, general manager, Buring Packing Co., Wilson, Ark.; Carl Schwing, jr., Cincinnati Butchers' Supply Co., Cincinnati; J. H. Bryan, general manager, Bryan Bros. Packing Co., West Point, Miss., and W. L. Balentine, president, Balentine Packing Co., Greenville, S. C.

or so many pounds of meat, her family is going to hell. She knows it isn't so, and the chances are very great that she will try something else to see that it isn't so.

However, when you get the idea of eating what you ought over to the housewife, and she has worked to build that kind of a meal, it is going to suck the animal products off the farms and through the processing plants and over the transportation systems and through the retail stores on to the consumer table. That is the only place where they are any good, either from a nutritional or a business point of view.

Results of Optimum Meal

Now, why an optimum diet? No one will deny that there will be an immediate response in health, energy, and initiative to the consumption of such a diet. This is of fundamental importance in a country committed to preserving the dignity of the individual and a system of free enterprise. I am not copying Mr. Roper's speech; mine was written before his. Malnutrition and democratic government just can't go together, nor can free enterprise and undernourished people. If free enterprise depends upon anything, it depends upon health, energy and initiative, and no hungry people ever possesses a very great supply of those qualities.

Then there is this question of social satisfaction. We learned years ago that if we didn't feed a bunch of growing pullets the kind of a ration that they needed to grow feathers and bone and muscle, they started eating each other. They usually started on the toes and picked the toes out. Then they worked up higher and pulled each other's guts

out. That is, they simply ate each other up—which is cannibalism. It resulted from poor nutrition. It may be because this is a special hobby of mine, but I believe I see some cannibalism in various spots of the world that goes back to just one thing—malnutrition. People—great groups of them—who can't get what they ought to eat start looking at the people who do with envious eyes and thereby we breed war.

We have some very tough jobs ahead of us in America in the way of domestic adjustments. Just take the question of the races. Take New York and Harlem. It is only two years ago that we had a hunger riot in Harlem. Take the "isms." I know of no better way to prepare human soil for communism and the other "isms" than to have considerable numbers of our people ill-fed, hungry, restless. Do you think that you can build a republican, a democratic form of government and the kind of a country of which we are proud and want to maintain, with people suffering from malnutrition? It just can't be done. You can't wait for jobs to feed people well. You have got to feed people well and thereby reap the political and social and free enterprise harvest that can only come from a well-fed people.

Farm markets, and here is another place where I may get into trouble, but what happens? Already we are worrying about farm surpluses. Now what happens when you feed cereals to animals? Well, the first thing they do is to condense the tonnage and the next thing they do is up-grade the product. I know of no better way to deal with a billion-bushel wheat crop and a three-billion bushel corn crop than to get it into animals as fast as possible and

thereby cut the tonnage and develop or produce a product which people like.

Certainly, the people themselves are never going to eat a billion-bushel wheat crop or a three-billion bushel corn crop straight. It must be condensed and up-graded. The ever-normal granary is not the ideal for America. To my mind, it is a negative and destructive device for perpetuating a bad situation. In other words, an ever-normal granary takes corn out of the market. You stop activity in the henhouse and the dairy barn and the feed yard and you have fewer jobs there. You cut down the jobs in industry and you arrive with less valuable food and less digestible and palatable food at the end of the road. You just keep piling up the situation.

Better than Granary Idea

I am sure it wouldn't be any harder to handle, even though it were more expensive, if the corn were reduced in tonnage and up-graded into what you would ordinarily put into an ever-normal refrigerator. I wonder if this country hasn't got the courage, the imagination and the initiative to raise its sights from an ever-normal granary, a dead, negative thing, to an ever-normal refrigerator stocked with the kind of food which America needs? Then, if we have a surplus, deal with it at that level. I don't think we would have so much surplus if we handled the proposition that way as we do when we try to push our people toward a diet of bread and beans, which is the other end of the optimum diet.

This matter of industrial activity intrigues me more and more. I didn't realize until I began to look at this picture, the enormous industrial activity in the production, processing, transportation and handling of foodstuffs in America, nor did I realize—nor do I believe industry understands or realizes—that nine-tenths of that activity comes in the area of the kind of a meal people ought to eat, rather than in the bread and bean type of diet.

You don't have much industrial activity in the food trade in China with a population living on wheat and soy beans or rice and soy beans. Practically all the processing is done by the individuals. It is fussy, personal operation.

Would Cut Industrial Output

How many refrigerators? How much zero storage? How much insulation? How many compressors, would be sold to an American people moving rapidly toward a diet of bread and beans? Just think that one through. However, if you move the two-thirds of the population, which I believe Mr. Roper mentioned last night as not yet approaching an optimum diet, toward meals heavy in animal products and fresh fruits and vegetables, you will get an enormous pick-up in industrial activity. Moreover, it will arise not only in handling food, but also in the building of refrigerator cars, in the zero insulation of

THESE MEAT PACKERS CERTAINLY GET AROUND

1. W. H. Santen, superintendent, and J. F. Dielenheim, sales manager, American Pkg. Co., St. Louis, Mo.
2. R. J. Gunderson, president, and J. Seeley, vice president, Roberts & Oake, Inc., Chicago.
3. William Roegelien and A. C. Roegelien, partners, Roegelien Provision Co., San Antonio, Texas.
4. Ray Peters, president, Peters Sausage Company, Detroit, who is vice chairman of the AMI sausage committee, and G. J. Essex, dry sausage sales manager, Omaha Packing Co., Chicago.
5. C. M. Ketcham and R. K. Vogelgesang, both of Wilson & Co.
6. Fred J. Beard, livestock market reporting bureau, USDA, and M. S. Parkhurst, U. S. Yards and Transit Co., Chicago.
7. A. J. McCrea, president, Ohio Provision Co., Cleveland, and H. W. Strauss, salesman for the Independent Casing Co.
8. Charles G. Buchy, president, and George J. Buchy, vice president, the Chas. G. Buchy Packing Co., Greenville, Ohio.
9. V. A. Gibbs, manager of the beef division, and Roscoe Wilson, sausage foreman, John Morrell & Co., Ottumwa, Iowa.
10. Ned Dunnett and John Roberts, both from Miller & Hart, Inc., Chicago.
11. I. J. Pire, president, Claire Mont Meat Products, Inc., Eau Claire, Wis., and H. Hanson, sales manager for firm.
12. Jonas L. Pfaelzer, president, Jonas L. Pfaelzer, restaurant supplies, Chicago, and Max Berger, president, New England Provision Co., Boston.
13. Col. E. N. Wentworth, director of the Armour and Company livestock bureau, and his assistant, J. Sotola.
14. Carl Finkbeiner, sales department, and C. M. Lee, superintendent, Little Rock Packing Co., Little Rock, Ark.
15. Roscoe Wilson, foreman of the sausage department at Ottumwa, Iowa, and R. D. Nelson, manager of sausage sales, Topeka, Kans., of John Morrell & Co.
16. Jim White, P. Brennan Company, Chicago, visiting with Jack Ries, Wall Packing Co., Sturgis, Mich.
17. Erwin Mane, president, and Hugo Stern, vice president, Mane Sausage & Provision Co., Cincinnati, Ohio.
18. J. W. Coffman, manager plant operations, and V. R. Rupp, director of research, Kingan & Co., Indianapolis, Ind.
19. F. A. Hunter, jr., president, Hunter Packing Co., East St. Louis, Ill., and A. P. Davies, of the staff of the AMI.
20. H. W. Tohtz, R. W. Tohtz & Company, St. Louis, Mo., and L. L. Duncan, superintendent, Krey Packing Company, St. Louis, Mo.
21. Charles E. Tinkle, Stokely Van Camp Company, Indianapolis, and S. H. Marcus, partner, Excel Packing Co., Wichita, Kans.

food stores, in the package trade, in all of those activities which have to do with the handling of food when it is made digestible and, therefore, fragile and more perishable.

It is a very interesting combination. I suppose that is what makes a food digestible—the fact that it is fragile and spoils easily. So we have a great state of industrial activity which is improving our diet.

Then there is the matter of soil conservation. I live and farm in New York state and I also farm in New Mexico. The farms in my area of New York state are more productive than they were 25, 50 and 75 years ago because we have followed an animal husbandry agriculture. Down in the Pecos Valley in New Mexico we are losing fertility very rapidly. We are in a cash crop section where cotton and the like are grown. I have not seen anything in the provisions for soil conservation, whether it be strip cropping or government subsidy, which approaches animal husbandry agriculture as a means of effecting soil conservation. We can do nothing more sensible in America for the long pull than to stress and develop animal husbandry agriculture as a soil conservation measure, to say nothing of what it does for the health of our people.

There is also the structure of rural life. We give lip service throughout America to the family farm, yet every day the family farm is slipping in certain areas. It is slipping in the produc-

tion of cereals and beans and fruits and vegetables. The only place where the owner-manager interest is so important that the units will always stay small, in my opinion, is in the animal husbandry type of farm.

The old lady with a couple of hundred hens and a little shack in the backyard, feeding them kitchen scraps, will still out-produce the modern poultry plant nine times out of ten. The farmer who milks and cares for his own cows will make more milk than a big commercial dairy. The fellow who takes a small bunch of steers and cares for them himself and feeds them, nine times out of ten will turn out better steers.

The very kind of an agriculture which we need for soil conservation, and to produce the kind of a diet we need in America, is the only kind of an agriculture which will maintain our family farm structure regarded by many as the bulwark of our American life.

Wartime Food Mistakes

Then there is the question of food for defense. I feel I know a little about that. In the first World War I had charge of food conservation for New York state. I also had something to do with organizing the machinery in the state for World War II. Mainly, I look back on both of those experiences as a succession of mistakes. I presume that maybe if I live long enough—and I hope I don't—to have something to



do with food conservation in the third war, you might do some sensible things, but by and large most of our food conservation activities in both World War I and World War II were not thought through.

If we are going to fight another war, everybody admits we must have a lot of food; it is the way we buy allies and outlast our enemies. There is no method of instituting food for defense which compares with putting the American people on the highest possible quality diet, because when they are up there—when they are eating a lot of animal products—the country, food-wise, is in a very strong position.

All you have to do is to kill the animals, eat them, and move toward the animal feed. Gradually you push the hogs away from the trough. However, who has the Chinaman got to push away? Nobody. He is right at the bottom when he starts. So, if we are going to be strong, food-wise, and if we are going to have a food-for-defense policy in this country, that policy very definitely is to put the American people as rapidly as possible on a diet which is high and heavy in animal products. Thereby, automatically, we achieve a very strong food reserve.

Quite a few people have come in since I started this speech, so I am going to make it all over again. However, it will only take me two minutes; really that is all I should have taken for it anyway.

Stomach "Common Denominator"

This country today desperately needs a few common causes which all of the people can get behind and on which they can learn to work together. The ideal of a better, or optimum, diet for every man, woman, and child in the country suggests a program capable of arousing and holding the interest and support of almost everyone in America. The human stomach is our great common denominator. Agriculture, industry, labor, and consumers—which means everyone in the country—all have a vital stake in the country's diet.

Even if the optimum diet for everyone cannot be immediately attained, it is certainly not too early to identify it as one of our fundamental American goals. Once so identified with all interests, including government, supporting the aim, we are likely to get results just as we did in the war. We will get results so rapidly and so materially that they will amaze even ourselves.

Somewhere, between a bare kitchen table set with a plate of beans, a loaf of bread and a pot of coffee on the one hand and a two-temperature refrigerator plentifully stocked with fresh and preserved animal products and fresh and preserved fruits and vegetables on the other, the nation as a whole finds its dietary level.

No dietary level in any country remains stationary until it hits the bottom. Here in America, without the support of research and education and without the support and positive backing of those forces of free enterprise—

agriculture, industry and labor—which have made the country great, the pull of a hungry world will drag us down more and more to the level on which the rest of the world eats. That would be bad, not only for us, but for the rest of the world.

I offer the American Meat Institute the program of the optimum diet for the American people, as the most practical way of getting along with agriculture, labor, the general public, and other industries. It has the very practical advantage of moving the maximum amount of meat to consumers' tables.

CHAIRMAN WILSON: I am sure Dr. Babcock's words have been music to our ears as meat packers. We suffered a good long time from the program urging the American public to eat nothing but oatmeal, and we are delighted to see that thinking is heading the other way.

Our next speaker on the program this morning is rated as one of the country's outstanding speakers on salesmanship. Like a good many of yesterday's speakers, he also has some ties with the state of Minnesota. He took his bachelor's degree at the University of Minnesota, and later attended Columbia Law School. He started putting his education into practice by selling Fuller brushes and also by selling the products of the famous Smith Brothers, Trade and Mark.

However, after that early beginning, he joined the Crowell-Collier Publishing Co. and soon became the manager of its Detroit office. Four years later he was made western manager with headquarters in Chicago. In 1940 he became executive assistant to the president in New York and was later made vice-president. In 1942 he was selected as the publisher of the *American Magazine*; he holds that position at the present time.

It is a great privilege and pleasure to introduce to you Arthur H. Motley, familiarly known as "Red" Motley.



INDUSTRY LEADERS CONFER

A pair of industry leaders exchange views: G. A. Eastwood (left), president, Armour and Company, Thomas E. Wilson, chairman of the board, Wilson & Co.

BETTER SELLING TO CREATE MORE WANTS RESULTING IN JOBS

ARTHUR H. MOTLEY: According to Mr. Hardenbergh, I'm supposed to come out and talk about selling. I got in last night about midnight, and I'm flying back this noon. I'm delighted



A. H. MOTLEY

to do it because I know something about the job that the men in the meat industry have been doing, and it was a revelation to me, as it must have been to many others, to stop to think about it.

My mind goes back some 35 years when I was still a small boy in knee pants in Minnesota, when the packing end of your business was pretty rugged, pretty rough, and not too respectable. It was one cut above a saloon keeper, as I recall.

Then there came an era in which you fellows got a black eye because you were supposed to be a trust or monopoly. You received a lot of adverse publicity and then a few years ago the American public began to be aware for the first time of meat.

A lot of activity on the part of the individual packers in the beginning and later on through your association, began to bring to this very important industry something that gave it stature in the eyes of the American people.

The Public Should Know

John D. Rockefeller said a mouthful when he said, "You must do the right thing." That's important; but it is equally important that the public should know that you are doing the right thing.

That, I believe, is the essence of the meeting, and particularly the essence of the part of the program which you're going to hear after I get through sounding off.

A lot of people, a few of whom I met at breakfast this morning, are a little concerned after reading the headlines reporting Mr. Truman's speech last night.

I was reminded of a chap who was going to see his friend Joe in the hospital, and he met Jim, who had been in seeing Joe. He said, "How's Joe?" and Jim replied, "Well, he's not so well." "What's the matter?" "Well, he's taken a sudden turn for the nurse."

A lot of men this morning took a sudden turn for the nurse. I was reading that speech, and it's too bad, because while it was an important speech and long overdue, it doesn't materially change the problem that we are faced with—the things that we've got to solve—any more than those more thoughtful

men in business believed it would.

I haven't come out here to tell you how to sell meat. I never sold meat, and while I've bought a lot of it, I've not been able to get so much lately as I'd like to. I'm going to take the position that Dr. Dafoe took. He's the fellow who delivered the quintuplets in Canada. Every once in a while he used to preside over a single birth, and when he did the father was usually burned up at the small return on his original investment. He would take the good doctor to task and say, "Well, Doc, what do you have to do to get quintuplets?" And the doctor replied, I think quite wisely, "Sir, that's not my end of the business."

Well, I'm not going to sell meat from here on. That's not my end of the business, and I'm not going to tell you guys how to do it. I'm an expert, primarily because I'm a long way from home. But I'm not so expert as a nurse's aide, who is so expert that she can make the patient without disturbing the bed.

Dr. Babcock talked about something terribly important and I want to emphasize it a little bit before I get into the main part of my talk. We won the war. We won it because a lot of kids got in uniform and licked everybody else's kids all around the world. That was wonderful.

We won it for another reason. We won it because you and a lot of other people on the home front did a better job than even you thought possible in 1941 when the government, harassed by a worried public, was setting new quotas for production of everything from guns to meat.

United States on Top

You did it. The United States of America today is absolutely on top of the world. Fortunately, there is some evidence in Washington that politicians and our leaders are beginning to appreciate that, and that they are going to refuse from here on in to be pushed around, or to make settlements—economic, military or political—which do not tend toward making one very important fact firm. That is the fact that we didn't fight this war to win the victory. If you don't believe it, ask the kids that were there.

We fought the war to win a peace that was going to last for generations to come. And we aren't going to hold that peace—place this in your hats—we are not going to hold that peace because we have the United Nations Charter. We are not going to hold it because we have a military alliance that looks good with half a dozen other muscle-bound powers around the world. We are not going to hold it because we've got a lot of trained diplomats, no matter how good they are.

Yes, I'm a Republican—but I'm not an isolationist. And I'm not being kidded into believing that if we permit ourselves to lose what we found as a result of the war, that we can offer



MEN OF JOHN MORRELL

All ready for a busy convention are Ira Marland (left), manager, by-products department, John Morrell & Co., and Owen Lewis, manager, sausage department, of same firm.

leadership and help in maintaining the peace for generations to come.

We've got to remain strong and on top of the world. We're not going to do it through military alliances or treaties. Remember that France had more of them than any nation in history and France was liberal. She had 30-hour weeks for the workers and multiple benefits for everybody; Santa Claus was the only guy that could be premier of France. At the first sign of external pressure she fell apart like a rotten apple.

Why? Because of the thing that Babcock mentioned: an unsound domestic economy. The only people that can do anything about sound economy are the people like the people in this room, and hundreds of thousands of you businessmen in all lines all over America, big and small.

We Must Produce Jobs

That means jobs. That's how simple it is, jobs. You men must produce more jobs than you did before the war. That is the challenge. That is the basis for a sound domestic economy. It hasn't a thing to do with minimum wage laws, it hasn't a thing to do with a full employment bill. I don't believe in full employment. I would personally guarantee that there will never be full employment in America. I have too many relatives that have never worked in their whole lives to believe in full employment. You men have to produce more jobs, and if you think that's unrelated to selling, that's what I want to talk to you about today.

We've got to lift our sights. We've got to lift them as we did during the war. We've got to lift our sights because right now we are taking a short-

range view. The criticism that Truman made last night of management is sound and just. There is a lot to be said on the other side, and he didn't say that strongly enough. The immediate short-term profit is not as important as the long-range construction of a sound domestic economy which is your job and mine.

I am reminded of a story that appeared in the *Saturday Review*, so I'm sure the ladies won't take offense if I tell it, because it is apropos of raising your sights.

It seems that this family had eight children, all of them girls. And finally the ninth, a boy, came along. The neighborhood rang with the father's boasting, and finally mama came home with this wonderful son and heir wrapped in cotton batting. The neighbors came over, but they couldn't see it. "Oh, no, this is something extra special."

Finally, in desperation, one of the visiting ladies said to the mother, "Well, for heaven's sake, if we can't see it, tell us what it looks like. Does it look like the mother or the father?"

Well, the father looked kind of troubled, and he said, "Well, to tell you the truth, we haven't got that far up in our observation."

I want to talk about jobs and how jobs are created because that is the important thing. It is important, incidentally, to profit as well as prosperity. I want to knock over about four straw men before I really get to the positive part. I want to talk about plans for just a minute.

Plans Don't Cover All

Nobody denies the importance of plans. They ought to be bold, they ought to be aggressive and they ought to be pre-tested. However, the trouble with a lot of plans, and the trouble with a lot of post-war planning conversation that has taken place over the last two years, is the fact that it has lulled a lot of manufacturers, a lot of industries and a lot of wholesalers into believing that because they had a plan they were all set for the post-war world.

I don't ever remember a time in America's history when we had more plans than we had between 1930 and 1940, and we had a lot of self-appointed masterminds who were going to do the planning for everybody around the world. I cannot recall a time in history when there was more unhappiness, more chaos, more unemployment, all coincident with more plans.

The important thing about plans is to make sure you have not only a pre-tested plan, but people with enough proved "know-how" to do the job. When you had this association plan in view, of telling and selling America on meat and its importance, what did you do? Why, you went out and hired an advertising agent. What is an advertising agent? If he is worthy of the name, he is a guy with "know-how" who has proved that he understands and knows how to get something across to the

public. You did a pretty good job, too, in hiring Leo Burnett. Even the people in Detroit give him credit for an excellent job here and elsewhere.

"Know-how." Just as you as individuals have sought the same kind of advertising and selling counsel rather than just saying "Well, we've got a man; we'll take Joe out of sausage casings and we'll give it to him," and he runs with the ball. I'm tired of people who think they can play all the instruments in the band. Most of them are in Washington, unfortunately. I'm like the girl who switched to silk underwear because she got tired of having the boys pull the wool over her eyes.

Let's talk about products. A lot of people are talking about products and a lot of people are telling their sales forces about the products they are going to have to sell after the war. I don't know anybody who isn't going to have a lot of products to sell. Yet I can let my mind go back only ten or 12 years to a period when you and I and everybody else had plenty of productive capacity and over 10,000,000 unemployed and we were making very little money.

Product Improvement Vital

Products in themselves are not important; they alone will not do the job. It matters little in the years ahead whether I can produce a million more magazines a month than I do now, or whether you can produce a million more pounds of beef than you do now. It is important that they be better products. Again I can congratulate this industry, because I know a little bit about what has gone on over the last 20 years and the improvements in it. There have been improvements not only in the quality and the taste and the character of the product, but also improvements in the packaging and effectiveness for use by the consumer.

Products themselves are not too important, but you can't discontinue appropriating adequate funds for research. You must not stand still. It looked to a lot of people in my business as if we were doing all right, because weren't we selling millions of magazines a month? But that didn't prevent me, in 1945, from spending ten times as much on research production as I did in 1940, at a time when I didn't have a single solitary additional copy to sell a reader or a page of paper to sell for advertising, because of the shortage of paper.

What is the significance of it? Rather than criticize your own business I will criticize mine, and make this point: We made the survey, and we found out a lot of things about our magazine. We had been giving them serial stories for several years. There was nothing wrong with that and they liked it. However, we found out that they didn't like it as well as they like complete fiction.

So I went to the management and said, "Here are the figures of 18 months' research." They said: "You're crazy,

THREE TOP MEN OF WILSON

In serious discussion prior to board of directors' luncheon were these three Wilson & Co. executives. Left to right are Edward Foss Wilson, president; Gerald B. Thorne, vice president, and Thomas E. Wilson, chairman of the board and father of the Institute plan.



we've always done it that way. Every publisher who publishes fiction has always had serial stories, so you're nuts."

Well, I'm red-headed, and I'm also Irish, so serial stories went out of the *American Magazine* in September, 1943. I have a two-year record now. It didn't affect my sales one single bit, because I didn't have any more to sell. But it is going to affect them in the future, and I'll tell you why: Because we used to put serial stories on 20 pages of space. Now we put one complete novel, and we also put one million and a half more pairs of eyes on those pages with a complete novel than we did with serial stories.

Make Use of Research

That is the history of research. It is important; I didn't belittle it. It is important as a background to make something else possible later on, because it makes for consumer satisfaction. Ageing, tendering—all these things that you people have done, have been part and parcel of that process. They were unimportant in themselves, in the laboratory, in the packing plant until they reached the knowledge, the mind and the desire of the consumer. It is the same with magazines and the same with everything.

We have a lot of savings. I'll dismiss that by just simply telling you this: As Babcock said, the people are not going to spend a lot of money, they are not going to continue to eat or live as well as they did, unless they are employed, and I don't care how much money they've got in the sock in War Savings Bonds or even in life insurance.

Surveys very clearly show that 50 per cent of the people aren't going to spend any money. So again, we are right back at the point where we started from—employment. Jobs are the things and not the savings.

And last, but not least, needs. I was delighted to hear Dr. Babcock treat this the way he did, because I subscribe to it 100 per cent. Needs don't make jobs. They never did. Just let your mind go back ten years to the bottom of the depression when our needs were greatest and so was our unemployment. In the middle 20's I saw needs all around me. A great big

mastermind, Mussolini, sold the public on the idea of turning the job to him, for he had a plan and he'd bail them out!

Among the things he thought the public wanted was trains that left and arrived on time. So he passed a law—people in our country got that idea too—he passed a law that trains were to leave on time and arrive on time, or the crew would go to jail. Believe it or not, they did leave on time and arrive on time. But the Italian public—and I was there and saw it with my own eyes—didn't give a damn. For years they'd gone to those stations with their picnic boxes and had a swell time saying goodbye to mama. They were actually sore when they got there and found the train was going to leave in five minutes!

This great master-mind had another great idea. This is just to illustrate the point of needs. Certainly we've got a lot of needs. We have the ill-fed, ill-clothed, ill-housed. That's tragic, and shame on our economic system for having it the truth. But it doesn't make jobs in itself.

The level of public health and medical care in Italy was very low so Mussolini passed a series of decrees appropriating billions of lira. All over in the big cities I saw fine hospitals spring up. But the public health stayed exactly where it was. Why? Because those poor people had been disease-ridden for so many years that they thought that was the normal state of man.

Why Good Medical Care?

In this country we have the finest hospitals and medical centers. Why? Because the customers, the American people want them. Right now they want something else from the American Medical Association, admittedly the finest in the world. They want a better method of ascertaining how much it is going to cost them before the cutting starts. They'll get it, not because they need it, because they want it.

Now I come to the thing I want to sell you. Needs, savings, products—even better ones—and plans are all important, but more important than all is wants. Nothing happens unless somebody sells something. You girls remember what happened to the gal who wore cotton stockings, don't you? Nothing.

Well, nothing happens until somebody sells something. It never did, and it never will.

Babeock says jobs are important, and I say to you job makers, "All right, how are you going to make them?" By plans, by products, by a lot of savings, by a need for something? Oh, yes, but primarily because you create a want. Wants are created by selling and advertising and telling the benefits of goods and services, either printed or personal, wholesale or retail. That's the only way it ever was. That's the only way it ever will be. If you need any confirmation of it I can cite you a list of necessities, things from washing machines to Louis Ruthenburg's Servels, that languished in the inventors' shops or on the shelves until somebody began to go out and tell millions of people simultaneously about what they would do for them.

Don't tell me the world hadn't wanted to go somewhere sitting down for generations. But did it immediately result in the sale of millions of automobiles? It took a good 25 to 30 years before they got the volume to the point where the rich man's toy became the poor man's necessity.

Same Kind of Challenge

We have the same kind of a challenge that Henry Ford had, whether you call it a piece of beef or a motor car.

I want to talk now about creating jobs by creating wants, and I want to see if I can give you enough of a spark, or some ideas to stimulate some thinking, so that you will go back to your plants and your communities and your companies and do something about it. However, as I said in the beginning, it's the fundamentals that are important.

You do not have adequate sales forces. I'm not going to argue that. However, if you want to come to New York at your own expense—don't forget, I came out here at my own expense—if you want to come to New York at your own expense, I'll take you on, any weight, no holds barred, and I'll prove that you haven't adequate sales forces today.

When you get back to your pre-war sales you're still not going to have adequate sales personnel. I include in that printed sales as well as personal salesmen. How anybody can sit, as I have, and listen to some mastermind, some great industrial genius of America, glibly talk about increasing their production 40 per cent over peacetime, and do it without a single solitary salesman, printed or personal, wholesale or retail, is more than I can understand. And it's more than I can understand because those very same men, when faced with the necessity of increasing production 40, 50 or 100 per cent, found that they couldn't do it until they went out and put more men behind more machines and in more plants.

You can't do this job unless you are willing, right now, to start from the



DEEPLY ABSORBED IN WORDS OF THE SPEAKER

Audience at Tuesday afternoon session gives its full attention to the speaker, Harry E. Reed, Department of Agriculture, as he discussed the meat situation.

basis that if you are going to sell all this stuff, you've got to put more selling, printed and personal, wholesale and retail, behind it. That's number one.

In the second place, you must select better. Selling in this country has been pretty lousy on the whole. One of the reasons it has been lousy is because most people got into this business the same way Motley did, playing the kerosene circuit in Northern Iowa and starving to death until my family, despairing of my earning a living, said, "Motley, why don't you try selling?"

I went to an agency and laid \$25 on the desk and I was a salesman. A guy shoved a suitcase full of brushes at me. He didn't have an idea, but he was too polite to mention it, I guess. Well, I'm a salesman. How did you men get in this business? If you're honest about it you'll admit you got into it in the same way.

Better Worker Selection

We have found out you can't pick people that way. I spent last evening reading books on aptitude testing. It's still in its infancy. You can't do like the executive who insisted on hiring his own secretary even though he had a personnel department and a lot of aptitude tests. He said, "Oh, no, just leave it to me, I'll just ask her a couple of questions."

A redhead came in and he asked her a couple of questions and gave her the customary brushoff and said, "No, you won't do." She stopped him cold by looking him square in the eye and saying, "Won't do what?"

You can't do it that way. You have to select them better. It has to extend into a job analysis, because until you men really begin to take apart the selling of meats in the way the American Meat Institute has taken apart

the job of selling meat in print, until you begin to do that personally, how can you select a man to do that particular kind of a job?

The industrialist knows that because until he began to take those jobs apart, he didn't succeed very well in taking the beauty parlor operator and the street car conductor and making machinists out of them. When he did, he had a lot of success.

Number three: you must train them. You have to start there at the top. Fellows like Motley and Jack Revelle, that have been in the business for years, but aren't smart enough to remember all we know, we must start retraining. I'll tell you why. A year ago last fall I had a rude awakening. I am a salesman and I am an expert; I know all the answers. I do, but I can't remember them all.

This is what I was doing in that sale. I was walking in and saying, "Mr. Jones, I am representing the magazine section of the National War Fund and we support the U.S.O. and you know the U.S.O. has twelve troupes of actors that go around and entertain the troops overseas and the boys in the hospitals." I could just see that guy saying to himself, "I have got to give again, to give again, to give again." He did, but not very much.

Retraining is Necessary

Then I ran across a little paper-covered book called "How To Sell" by Borland and Busse. I read the thing and I found that I had forgotten the very first principle enunciated in that book which was when you get the body in front of a prospect, say something that will whet his interest, get him on the edge of his chair and make him want to hear more. That is the fundamental principle of any kind of selling.

I said to an Irish girl that works for me "Get me the same kind of facts you put in advertising when you really get down to cases and stop talking about taste the flavor." I really began to peddle. This is how I came along after that. I would say: "Mr. Jones, in the city of Athens, Greece, there is a little five-year old girl. Her name is Electra Eltharis. Four years ago she had a mother and a father and four brothers and sisters. Today they are all dead. She is alive today, barely, but just because you and millions of other generous Americans gave this money to make it possible for us to send money to those kids all over devastated Europe." What got the best results?

We are not smart enough to remember all we know. We need training and retraining. They found it out in industry. For the newcomer? In the beginning, yes, but then they began to put the old-time electrician, machinist, etc., through these training programs and they found out his production increased. Starting at the top, not at the bottom, let's go on a retraining program ourselves. We have to do it. I have sat in on 12 sales meetings during the last four months and I saw one of the most outstanding sales managers make some fundamental mistakes that no man who had really retrained himself would commit.

You're Not Good Enough

How good are you? Not good enough—I don't care how good you are. Don't forget, 40 per cent more than in 1940. Forty per cent more against the competition of all kinds of other goods because, remember, meat—as you men have learned too often to your own sorrow—is a postponable expenditure of money. You can live without it. You are subject to the same influences in selling meat as those to which a refrigerator or an automobile or any other postponable expenditure is subject.

Let me tell you what I mean. How do you know what they are doing? This is what ought to be taking place in the meat industry right now. Determine what goes on at the point of sale, whether at the retailer or at the wholesaler level. What do I mean by that? Let me give you one out of the book. I have told it before, and maybe some of you remember it, but I think it demonstrates this point. Years ago a little automobile dealer was having trouble in getting an appraisal on the old "jalopy" and he accepted the first offer and decided to do what everybody ought to be doing in business today—find out what those people are doing down there.

He went out and watched his salesmen, individually, as they treated the potential customers when they walked in and wanted an appraisal on the old "jalopy." He saw one of these salesmen talking to a customer, and he saw him poke the upholstery and kick the tires. He said, "I wonder why he kicks those tires." He said, "The guy still owns

the car, it is his property. He knows I am not going to give him anything more than I have to, but my guys are kicking his property around." He said, "No more of that." They did cut it out, and the funny thing is that their percentage of appraisals went up immediately and perceptibly. The Chrysler Corporation then hired a psychologist who made a nation-wide survey which conclusively proved that the American public had never liked to have their tires kicked.

Things You Must Learn

Those are the things you must find out. The old "Smell it or sell it" philosophy is antiquated. It doesn't belong in an industry like the packing industry any more. How are you going to find those things out unless you start from the premise that we must sell more goods? How are we going to do it? In the same way those men met their challenge—retail stores. You must begin to think about that.

Implicit in this whole lifting of the level of the status of the meat industry, implicit in the advertising of the American Meat Institute and the individual packers is the thought that we are lifting the level. We are taking this man out of the class of the local saloon keeper and making him an honest, respectable merchant. We have got to go beyond that too, because there isn't a modern retail meat shop in America today; there isn't a modern shop of any kind, considering the job we have got to do.

A year ago the Hampstead Insurance Co. came along and what did they do? They had two salesmen and two girls in an office in some backstreet. They pulled it out onto the front of the street, put some glass in there and a neon sign, and what do you think happened? With the same personnel, they sold 70 per cent more insurance in Hampstead and they didn't do it at the expense of other people either, because everybody else was doing pretty well too. They did better than anyone, else. Just the idea of an insurance store on the main street.

It was the same thing that prompted a little man out in Detroit a few years ago to tear out his store room. I came

along and asked him what he was doing. He said, "I don't know." He said, "I noticed that every time there was an automobile put in front of a mirror over there, the damned thing sold faster than anything else on the floor. I figured if they wanted mirrors I am going to give them mirrors." He discovered the fundamental principle of sales psychology, only he didn't understand how it worked. That is where you come in—management.

What is happening now? Why, grocery stores are using mirrors to double sales. In 1940 I told that story in Milwaukee and in 1942 I had a letter from a little grocer up in Milwaukee and what do you think he told me? He was doing \$52,000 worth of business a year. He was in the meeting, and he said, "I went home and figured out how I could use mirrors. I figured it would work behind the fruits and vegetables. It doesn't make any difference who makes the displays, I double my sales in fruits and vegetables. Thanks, Mr. Motley."

Chains Trying it Now

Now the A. & P. and the great chains are beginning to put the idea in. That is a good thing. We are lifting sights. What we have simply isn't big. Your program, good as it is, isn't good enough—not if we are going to meet this challenge and do what Babcock talked about.

Let me give you one that isn't apropos at all. I was telling this story and a little fellow came up afterwards and said, "I have a story I think you can use." He said, "You know, it's a funny thing, I am one of those dumb guys. I would have something sitting in front of me for years and maybe 30 years later I would wake up and find out what was going on."

"I am in the personal loan business. I am a legitimate dealer; I only get 12 per cent a month or something like that. You know, we make these loans to lower middle class people. Pop works all day and mama makes the payments. There are always youngsters, kids in the family and nobody is home to leave them with so mama brings them to the store when she makes her payments. I noticed for years one of my

SMILE WHEN YOU SAY THAT

The problems at hand failed to curb the usual congeniality of this smiling trio composed of (l. to r.) W. G. Thomas, partner, Thomas Bros., Grand Rapids, Mich.; A. J. Egan, of Smith, Brubaker & Egan, architects, Chicago, and Henry D. Tefft, department of packinghouse practice, of the American Meat Institute.



five cashiers had the best collection accounts of any of the others.

"Dumb as I am, finally I began to figure that guy must be doing something different, which I'd better find out, so I went over there. Down under this wicket he had a little glass bowl and the bowl was full of lollipops that cost him a quarter of a cent a piece. Every time the kids showed up, they got a lollipop. The kids were actually selling mama on the idea of coming down and seeing that nice guy that gave them a piece of candy."

I have got to get the *American Magazine* in here somehow. This is what I am talking about. I don't know whether you can see that strip down the middle of the page, can you? That is a short 400-word piece of fiction. It is popular. We buy a lot of it. It is the most expensive piece of fiction we buy in the book because we pay almost as much as we pay for 1,400 or 4,400 words, for that 400 words. We were having a devil of a time selling it.

Selling a Fiction Feature

We did a lot of experimenting. We even hired an expert and paid him a fabulous salary to teach us how we could sell that feature—how we could get people to read that little bit of a thing which was kind of lost in our great big book. We did it with a tinted background behind it. Believe it or not, we sold it to twice as many readers the moment we put it in. That is refinement and you must have it to succeed.

Indoctrinate is the fourth point. You must give your men the feeling that they are part of something big. Mr. Babcock covered it and I am not going to deal with it at very great length. I can't think of a better way to do it than by doing more of what you are doing. I don't know whether you have been really selling the advertising done by the American Meat Institute and individual firms to your own people. If you have been selling it to your own people, I can't think of a better way of selling your own salesmen on the idea that they are a part of something that is big and fine and goes much beyond a mere accumulation of dividends for the pockets of the stockholders of the packing companies. Indoctrination is not merely teaching a man how to do the job of selling, but teaches him why it is important to do that job as never before. You are not just trying to distend the belly of America and bloat it out by cramming more stuff in it than it can hold, but you are doing it on an intelligent and a reason-why basis. That is important, because your men have to believe the thing they are doing is very important. Then your men will lift the level of distribution.

Now, like Lady Godiva, I am nearing my close. This is your responsibility and it is your responsibility as an individual. You can't palm this off on the American Meat Institute. The thing you can do is to get behind the AMI with

"LET ME SEE NOW..."

Convention visitors cluster about listing in main hotel lobby to find out (if possible) where various hospitality headquarters are located. In center of this absorbed group is F. E. Wernke, president, Louisville Provision Co., Louisville, Ky. From his expression, it is difficult to decide whether his quest was successful.



everything you have in the way of enthusiasm, money and effort to make it bigger and better and the outstanding trade association in America. You still have an individual responsibility because that is the way you lifted the level of production during the war. You didn't lift it on an industry-wide basis; you went back to your individual territories and your plants and you did it there, and you are going to do this job distribution-wise after the war in the same way. The pressure of war was great. Your sons and mine were dying fighting foreign foes. The flags were waving, the bands were playing, everything was wonderful. Now it is all finished.

We Must Win the Peace

You and I say to ourselves, "The war is over." But I say this to you, those men fought this war, not to win the victory, but to win a peace that would last for generations to come. If you don't believe it, ask them. We are not going to win that peace unless we bring to the peace-time operation the same self-sacrifice, the same individual sense of responsibility that we did dur-

ing the war, the kind of thing that made us work longer hours in our offices and in our plants, the thing that made us sacrifice what little free time we had to serve on draft and ration boards, to get out and sell war bonds and to get people to give blood to the Red Cross Blood Bank. You can't throw it away now. It is too important. We paid too high a price for the chance to do this.

This is the political situation, as I see it. You no longer have in Washington the kind of people that can take a program to the public and sell it. Maybe that is fortunate. Of necessity, business is going to have a chance, not alone because of the increased stature you won as a result of your war-time performance, because also of the sheer inability of government to do anything else about it.

However, think of this. If we fail, the political contracting firm of Truman, Vinson, and Byrnes won't have to lift a finger, because the American public will naturally turn and say, "Boys, come on in and take over."

I am not a pessimist. I am an optimist. I agree with Mr. Babcock: this



HE SAID IT WITH MUSIC FOR THE PACKERS

At regular intervals, Le Roy Nelson provided organ music from the foyer in the Stevens hotel, to the delight of many conventioners. His renditions of popular and classical music were audible to most visitors frequenting the lower floors of the hotel.

soil of ours is still good for billions and billions of bushels and billions of produce. In our factories is the most modern equipment we ever had, thanks to the pressure of war. The American people believe more today in competitive free enterprise than they did before the war began. Conditions are right. The time is right, but we must remember one thing and never forget it for one minute. The problem is not to produce but to sell, and not "as much as" or "as good as" we did before the war, but 40 or 50 per cent better. The opportunity is there.

A lot of people thought we were sick, including Hitler and Hirohito, because we had unemployment and political arguments in our family. We flexed our muscles and proved the strength of our democracy was so great that it will be a long time before anybody else gets tough with us. That is your job and you can't duck it. I don't care whether you are a Republican or a Democrat or a grandstand man or what are you.

I wish you could have stood with me looking at 700 ambulatory men in the hospital and 500 more in the beds listening to the broadcast. What did they want to know? What are my chances for a job when I get out? You guys have got to make the jobs and you are going to make them by training and fighting and working to create a situation where you can sell more goods. That means, not only personal selling but also printed selling. You are going to have an opportunity to see what is coming in printed selling sponsored by the AMI. Get behind it. It is every bit as important as the men you have in personal selling in your territories.

CHAIRMAN WILSON: Thank you very much, Mr. Motley, for your very interesting speech. It is particularly appropriate to meat packers because we are notoriously poor salesmen and efficient operators.

Now comes that section of the program to which we look forward each year—the discussion of the advertising program. It is my pleasure to turn the program over to the chairman of the Institute's advertising policy committee and the president of Swift & Company, Mr. John Holmes.

INSTITUTE ADS TO GET SELLING SLANT AS SUPPLY AND DEMAND NEAR BALANCE

JOHN HOLMES: After that excellent discourse on selling, I think the smart thing for us to do might be to circulate to you subscription blanks so that you could put your name on the dotted line for our educational appropriations for the next year and then adjourn the meeting. However, we do have a program which is very well worth your time and attention, and after that excellent discourse by Mr. Motley you should be in a frame of mind to appreciate it.



JOHN HOLMES

most efficient job, and parenthetically to put in a boost for our meat educational advertising program.

You may feel that I would naturally boost this activity simply because I have been interested in it and closely identified with it. For this reason I would like to read you a sentence from a letter recently received from the president of one of the nation's largest food corporations . . . an organization whose products compete vigorously, and I mean vigorously, with ours for a share of the consumer dollar. This man wrote—and his comment was wholly unsolicited: . . . "I believe the public relations and publicity program of the American Meat Institute is the best one being carried out by any industry."

I think you will agree that if our program is good enough to deserve such a comment from a leader in the food industry, it is good enough to deserve our wholehearted support. In this connection you will be interested to know that the members of the Institute board of directors at their meeting Monday unanimously recommended

continuation of the program on the same basis as this year. The support of all packers in this program, which means so much to our industry, is earnestly requested and will be appreciated. I shall now call upon R. A. Rath, chairman of the advertising planning committee, who, with his associates, has contributed so much to the successful execution of our meat educational program.

REMARKS BY RATH

THIS year we are not going to give you folks much of a show. We want to talk business. We want to show you what we think our problems are and are going to be and how we intend to meet them as they arise. During the last year we found what it means to be flexible in administering the meat educational program.



R. A. RATH

It's all very well to start out determined to follow a definite pattern worked out a year in advance, and, I suppose, in normal times we can follow such a line. But these are not normal times, and won't be for some time to come—so we have to recognize that fact at the outset and be prepared to move in whatever direction we must in order to meet new problems which confront us.

Last year, for instance, we had some ideas—good ones—for advertising plans. Little pieces of meat presented in a big way. Keep the people conscious of meat was our idea, even though we did not have much meat to sell. But as the supply situation became more acute, we realized we could not illustrate even small pieces of meat without fear of making people angry when they could not find any of it at their retail meat store.

However, flexibility is built into this program, and last summer we not only did a job of keeping meat before the public, we also did a job of advising the public where the meat they were not getting was going. You remember those advertisements on service rations showing hamburger in a can, meat and gravy in a can, canned bacon, and one or two others. They illustrated in a graphic manner one way the industry was helping the war effort, and they definitely showed who was eating some of the meat we were not getting at home.

That's all past now—we hope. The civilian supply of meat is more plentiful



READY TO GREET VISITORS

Convention visitors have come to recognize these two *National Provisioner* girls who so ably handle the magazine's booth at yearly AMI gatherings. To refresh your memory, they are Mrs. Eleanor Kummer (left) and Mrs. Norma Wheeler. Their smiling and courteous handling of all requests won many deserved compliments.

even though it still is not as plentiful as we would like to see it. There are still some uncertainties, but we are prepared even more to meet them than we have ever been prepared before. Gradually we are getting back into the swing of meat promotion. The tempo of that return to a regular selling program will step up as civilian supplies step up. And, in the shop, ready to go will be advertisements to meet whatever situation that may arise. The idea is to help sell the meat we shall produce—to persuade people to take it in desirable quantities. A fine food necessary for good human nutrition must never be sold as "distressed goods!" Our aim is to prevent that, just as much as we can; no matter what volume we may produce.

These thoughts have been uppermost in the minds of those serving on your advertising planning committee. They have guided the direction of its subcommittee on agency activities, under Don Smith's leadership. They have guided members of the Institute's field staff whose job it is to encourage closer coordination between the retailer and the meat packer in most effectively merchandising meat.

The gentlemen on this morning's program will tell you what our plans are, why they are what they are, and what we hope to accomplish with them. Mr. Heath of our agency, the Leo Burnett Co., will show you how we plan, through the meat educational program, to meet each changing situation as it occurs during the forthcoming year. Many of the proposed advertisements, you will see, are strangely reminiscent of some we had several years ago. We all hope that before the coming year is concluded, the American public will once again read and re-discover all the facts about the "Great American Pork Chop" and the other fine meats which have helped make America the great country that it is today.

FUTURE INSTITUTE ADS

R. N. HEATH: Last night we heard Elmo Roper tell us there is an important relationship between a well nourished people and a democracy. We could draw from his thesis that there is an opportunity to promote democracy by promoting good nutrition.



R. N. HEATH

Earlier this morning we heard Dr. Babcock talk about an optimum diet and lay a share of the responsibility for promoting such a diet squarely at the feet of the meat industry. Now we have just heard Arthur Motley, publisher of the *American Magazine*, tell us that there is a direct relationship between jobs and the winning of the peace and that jobs depend on selling. All of these bear a relationship to the meat educational program and the job of pointing that program sharply down the alley of selling meat.

Competition is going to compel you to knuckle down and do a selling job. You are going to wake up one of these mornings and find supply and demand, as far as meat is concerned, once more in balance.

There are some who say you will find meat running out of your ears with plenty of it to sell. You will soon commence to feel the pressure of other food products fighting for a place in the stomach. You will commence to feel the pressure for durable goods intensifying the problem.

These figures tell the story as one

glance at them will demonstrate to you.

America's capacity to produce food increased tremendously during war years.

FOOD PRODUCTION COMPARED

	Annual Prod'n. 1935-39 Avg. Million lbs.	Annual Prod'n. 1944 In million crease lbs.	Per cent
Margarine	359	588	64
Canned Vegetables ..	4,094	6,343	55
Candy	2,000	2,750	38
Canned Soup	685	890	30
Citrus Fruits	6,870	10,095	47
Canned Fruit	1,666	2,100	26
Canned Fruit Juices ..	321	1,606	400
Preserves	350	824	135
Cheese	609	1,000	51
Eggs, (chicken)	3,335	5,305	59
Poultry	2,675	4,007	50
Canned Meats	400	2,000	400
Meat	16,182	24,648	52

All of these tremendous capacities were built during the war years without the benefit of modern machinery that will now be made available to these industries; without the benefit of manpower of which we will shortly have an abundance. It is clear from these figures, and figures for other food industries not reported here, that America is at the top of its capacity to produce food.

Now, we told you a year ago—and it is still true today—that the stomach holds only 40 oz. and when it is filled it isn't a market for anybody's product. A fight is on for a spot in the American stomach. American food advertisers spent \$100,972,605 in 1944 winning a spot for themselves in the American stomach. Here are the figures:

1944 FOOD ADVERTISING

Cereals	\$19,959,441
Soft Drinks	10,649,351
Meat, Poultry, Sea Foods	8,230,559
Coffee, Tea, Cocoa	7,568,682
Shortening	6,368,846
Dairy Products	6,110,345
Flour	5,613,677
Canned Foods	5,421,792
Baked Goods	3,398,021
Health Drinks	2,865,354
Desserts	2,864,827
Fruits, Nuts, Vegetables	2,348,745
Candy	2,101,571
Seasonings	1,949,889
Fruit & vegetable juices	1,497,736
Baby food	807,234
Frozen Food	778,682
Baking Powder	663,895
Miscellaneous	15,563,361
(bouillon cubes, soup mixes, etc.)	

This hundred million dollars was spent to sell the consumer through magazines, newspapers, radio network, farm journals, and advertising of that character. It does not include a single dime for point-of-sale material, direct mail, promotional materials and all of those elements that go into making up the complete sales promotional package. So much for the pressure on the American stomach from the standpoint of food productive capacity in this country and selling energy measured in

ADVERTISING PRESENTATION WELL ATTENDED

The Wednesday morning session in the grand ballroom of the Stevens hotel was well attended. This shot was taken when R. N. Heath was speaking on "What's Ahead in Meat Education."



terms of advertising dollars expended.

Let's take a look at one other factor and it is of the utmost importance for us to consider it. In 1939, 32c out of every consumer dollar was spent for automobiles, gasoline, lumber, building, furniture, household radios, and that type of durable goods.

In 1944, the Bureau of Census estimates 18c out of every consumer dollar was spent for the above purposes.

Now you people in the meat business (and other food people) got a substantial slice of that 14c which the durable goods industries lost from 1939 to 1944. I do not know how much, but sales of food in this country went from \$10,000,000,000 in 1939 to over \$18,000,000,000 in 1944. You put a lot of meat into stomachs that had never had too much before and you put it there at the expense of the durable goods people.

Now write your own ticket on whose hide it is coming out of when the durable goods people start to recover their 32c of the public dollar. Write your own ticket where it is coming from. A good part of it is coming off the table, and to think otherwise is like cheating at your own golf score—just kidding yourself.

Look for hard competition from durable goods. There is a tremendous backlog of desire for these goods. You have seen many surveys in the paper. This one credited to the General Electric Company says there is a demand (or desire) in this country alone for:

POTENTIAL DEMAND FOR DURABLE FOODS

Radios	15,000,000
Electric irons	7,250,000
Tonsters	4,100,000
Refrigerators	3,800,000
Vacuum cleaners	2,300,000
Automatic washers	1,350,000
Electric ranges	850,000
Home freezers	500,000
Ironers	335,000
Dishwashers	320,000

and a lot of other things the American people say they want to buy.

You not only have to meet this tremendous backlog of desire in holding your line, but you have to recognize that the durable goods people are going

GLAD TO SEE YOU AGAIN

The candid cameraman, roaming the registration lobby, happened on this group rapt in conversation. They are (l. to r.) D. R. Howland, president, Miller & Hart, Inc., Chicago; R. G. Thomas, vice president, Lima Packing Co., Lima, O.; and G. William Birrell, treasurer, Ch. Kunzler Co., Lancaster, Pa.



to throw millions of dollars into the fight to sell these products.

There are some other pressures which make for competition; less take-home pay, unemployment, high cost of clothing, etc. There are also offsets but we will not go into those here.

You can see clearly that on the basis of the tremendous food productive capacities and the \$100,000,000 of selling energy behind these foods, plus the durable goods manufacturer's determination to get back his 32c of the consumer dollar, that you are in for some pretty sweet competition all along the line. Your national planning committee sees that competition coming.

The men on this committee know that the meat industry must knuckle down to real selling soon. It realizes that for four years there has been little or no selling. It knows that during the war years the mental attitude of the industry's whole selling organization has changed from one of selling and distributing products on a meritorious basis to one of explaining why you could not give the dealer the product we thought he should have.

This situation must be reversed. Your sights must be re-set on a higher basis. So your committee is gearing your industry advertising program into that need, commencing with your January advertising, which I am going to show you now.

Before I do show you the January ad-

vertising, I want to take a minute to report to you on your last war advertising. It could properly be called your biggest war advertising story from the standpoint of both story and weight.

Meat as a food product has many things to recommend it. It has many important nutrients. However, as we all know, the most important nutrient in meat is protein, and the most important things in protein are the amino acids.

There are 22 identified amino acids. Ten of these are necessary to life, and meat is distinguished because meat has all ten of the aminos which are necessary to life. You can readily see why the protein story is the big story in meat.

Value of Amino Acids

During the war, science discovered that by feeding amino acids in concentrated form to starvation cases, war prisoners, infection cases and wounded, these men could be brought back to health more rapidly than in any other way.

The discovery was so important that *Collier's Magazine*, in a June issue, and *Saturday Evening Post*, in a July issue, published feature articles dealing with this subject. *Collier's* ran its article under the title of "The Magic Aminos."

It was found in convalescent hospitals our convalescent soldiers and sailors were being fed meat-rich diets because meat provides these important amino acids in their natural form.

Your committee sensed an opportunity story, and arranged with the Army Air Force for some of our people to go to San Antonio, Tex., one of the several points in this country at which meat-rich diets were being fed to convalescent soldiers. We spent three days at the San Antonio hospital taking photographs and getting the story. The result—this newspaper advertisement, "How Meat Helps to Restore our Convalescent Fighters." It features a week's supply of meat at the top and tells the story of how the boys are being brought back to health.

This is the blow-up of that advertisement, which will enable some of you in the back to see it. It ran in the new-



TALK TURNED TO SAUSAGE

Two old timers with a seasoned casing man (l. to r.) Chas. Dieckmann, president, Specialty Manufacturers Sales Co., Chicago; Richard Vollwerth, Vollwerth & Co., sausage manufacturers, Hancock, Mich., and Dave Falk, Max Salzman, Inc., Chicago.

papers during the week of August 20 to 24, in 588 newspapers in 426 cities of 25,000 or over, with a total circulation of over 33,000,000 copies.

In addition to that newspaper ad, the same story has been put in black and white magazine form, and has appeared in a number of important magazines, including *Good Housekeeping*, *Better Homes & Gardens*, *American Magazine*, *Time*, and others, with a circulation of over 17,000,000 copies. The same story is being carried in our red background series in weekly magazines, to the tune of 14,251,000 circulation.

Point-of-sale tie-up material has been made available to go with these advertisements. There is also a salesman's portfolio presenting this material. Altogether, in magazines and newspapers, this story will be given a total circulation of 65,000,000.

Follow Up Advertising

This effort has been followed up with this advertisement in newspapers this week, "What aminos in hospitals teach us about meat at home." This ad, also appearing in 588 newspapers in 426 cities, is based on experience in the hospitals at Great Lakes. It brings the story into the kitchens. "Meat's story of the year," is being told also in a long list of important publications in black and white, as well as in our red background series. Total circulation on this story: 85,681,000. Altogether 150,000 separate messages will be printed on this important amino acid story.

How does this advertising work? The answer is very simple. If an individual holds a belief that meat is bad for him, or if an individual holds a belief that meat causes diseases, and many did, you know—if they hold those beliefs, based on opinion, hearsay, old-wives' tales, etc., they cannot be the best customers for the meat industry.

What AMINOS in hospitals teach us about MEAT at home



Illustration of a doctor examining a patient in a hospital bed.



Illustration of a man and a woman sitting at a table, eating.

Read how serious the story of the amino acids is, and you'll find the word "MEAT" ringing through them, day in and day out—day in and day out, for dinner, for supper.

Take a look at the things at Great Lakes, for example, and you'll see that the importance of meat cannot be overestimated.

All this is because serious medical science has demonstrated that, given plenty of meat, most conditions—like pneumonia, heart, nervousness or infections, recovery faster.

The secret of meat's recuperative power lies in "the amazing capacity" (in one word) "to rebuild tissues." It's the protein in meat which our bodies use to build and rebuild our tissues, organs, blood and skeleton—defeating conditions.

What do these amino acids in hospitals teach us about meat at home? Just this:

Children cannot grow and adults cannot rebuild tissues unless meat is available. Without meat, life is not possible. The protein of meat has all the essential nutrients in it. If we have a generous amount of meat in our diets, we can be assured of getting the amino acids we need.

You may have thought it was longer for the good thing of meat that presented itself to you. But now it seems likely that it was the longer of your body for the amino acids which it is constantly using.

It is a beautiful, new story that the amino acids in meat are the key to the health of the body. It is a story that all of us should know. It is a story that all of us should tell. It is a story that all of us should live by.

Illustration of a man and a woman sitting at a table, eating.

ONE OF AMINO ADS

Now you come to the individuals possessing these beliefs with 155 million messages telling how meat helps restore our convalescent fighters. That is a better belief than the belief that they had before. It naturally follows that a percentage are likely to give up or relinquish their original beliefs and take on this better belief—in effect, take on a better appreciation of this product.

The long-range implications are clear-cut. So much for the amino story.

What Industry Produces

It has been the feeling of many in this industry over a period of several years that there should be some advertising of a more direct nature, aiming to get the industry credit in the public mind for the job the industry has done for consumers, retailers and producers, all along the line. So advertisements have been prepared that are now appearing in magazines telling this story in terms of the by-products of the industry.

Here is one in black and white that is appearing in a large list of important magazines, with the title, "Meat Guessing Game." This is a blow-up of the advertisement, and in this picture we show twelve of the industry's by-products. The ad says here, "There are twelve uses of meat packing industry products in this picture . . . how many can you identify?"

Using that editorial interest to get their attention, readers learn in a not too boastful way the accomplishments of this industry from an efficiency standpoint. This ad will be given 15 million circulation and will be followed with this ad at Christmastime: "A very Merry Christmas from the meat industry." The ad shows a Christmas tree picture with all of the industry's important by-products grouped under the tree. Together these ads will go into 25 million homes.

We are also telling basically the same story to producers in 45 different livestock papers. Here is a sample livestock publication ad, "The importance of 'everything but the squeal.'" This tells the producers the efficient job the industry has done. This material has been put up in a merchandising portfolio, "To Win New Friends for the Livestock and Meat Industry."

Selling Ads Begin Soon

Where do we go from here? We told you that as of January 1, we will get back to the selling of meat again. We are going to start with an advertisement in the weekly magazines, "Salute to Stew," red background, with a companion ad appearing in women's magazines, same subject, different illustration, recipe copy down the side. "How to make a meat stew"—practical from a woman's standpoint, and in her own publications.

Here is a blow-up of that ad as it will appear in the weekly magazines during January. To give you an idea of the copy: "Makin's for stew—the bubbly, friendly dish that stood by us when meat was shortest . . . warm, steaming, cheerful stew . . . it made the fine flavor of meat and the proteins stretch their farthest. Let's keep on serving it, for its own good self!" In main copy we tell the protein and amino acids story, signing off with the American Medical Association seal of approval.

I'd like to point out here that it has been the practice of the meat industry program over a number of years to support the cause of good nutrition on a broad basis, and in this particular ad a number of foods are shown in addition to meat.

That has been true back in other series too. You will recall "Fighting Foods." We showed in that ad the dairy products, milk and cheese, citrus products and vegetables along with meats. It was also true in this presentation, "Meat and its allies in protein," bringing in dairy products and poultry and fish. In this ad, "Eat the right foods," the balanced diet is really pushed.

In February, after this stew advertising in January, we will feature short ribs in the weekly magazines and in the women's magazines—same ad but with the recipe copy down the side.

What about March? Here is a November issue of *Better Homes & Gardens*. This is a feature editorial article

How Meat helps restore our convalescent fighters

Meat is a food that is rich in amino acids, and it is the amino acids in meat that help restore our convalescent fighters. Meat is a food that is rich in amino acids, and it is the amino acids in meat that help restore our convalescent fighters. Meat is a food that is rich in amino acids, and it is the amino acids in meat that help restore our convalescent fighters.

STRESSING A MEAT VALUE

cle, the publication's own material, entitled "How to broil a steak." This is November, but editorially they are anticipating that before long now you are going to have plenty of steaks. Women are going to want to know once more how to broil a steak. 6,600,000 new housewives who have been married during the last five years are going to want the answer to that question.

It is always good for promotion to precede products and sales. If you examine the newspapers during the holiday season, it is clear that the peak of retail advertising on Christmas gifts precedes the sales peak. Advertising runs from the day after Thanksgiving to the 10th of December. But sales start to peak from the 10th of December to the 24th of December. Promotion peaks always precede sales peaks.

Won't Wait on Abundance

So it is the feeling of your committee, and it was concurred in by your product committee, in a joint meeting held about two weeks ago, that production promotion should not wait until there is an abundance of meat in the markets.

So in March it is felt that you should come back with an ad of this kind: "Meat." A big picture of meat. By its very manner it says that meat is on the way back—without saying that in so many words. It is handled in this way for the women's magazines.

In April, "Ham, ham, beautiful ham."

Here is a blow-up of "Ham, ham, beautiful ham" so you people in the back of the room can have an idea of how that will look. Your product committee feels that we should not let this next Easter season go by, regardless of the product situation on ham, without some kind of a ham advertisement.

In May it is proposed to have an advertisement on cold cuts with a store promotion built around that particular ad and with the necessary materials to support that promotion.

What can we expect after these ads?

Great Ads of the Past

Do you remember those great meat ads of the past: "The Great American Pork Chop." "This is Life!" "Meat on the table." "Your old friend bacon." "A great platterful of pork roast." "Hello Hamburger!"? The feeling is that you can repeat some of those successful ads against today's red background.

This is mouth-watering advertising and is geared to plenty of product in the market and plenty big selling to move it.

Over and beyond this, it is felt that some day it may be wise to launch into real educational copy of this kind, "That good eating pork, back now in many forms," showing some of the important cuts of pork. "The lamb you like, now back on the home tables," is another. "Here is your beef steak, Mrs. Jones," is still another.



LAYOUT FOR APRIL AD ON "HAM, HAM—BEAUTIFUL HAM"

Your newspaper policy during the past year has been to run newspaper advertising such as the amino ad, when we have news, and to run product advertising, such as the utility beef promotion of a year ago, when we have plenty of product. That policy is going to be continued during 1947. Newspapers are going to be used liberally as in the past.

As product becomes plentiful your committee is thinking in terms of radio and/or outdoor as suitable media to take your story to the masses.

Medical Ads Keep Up

That covers your major media. Your medical advertising which has been so highly successful in over 50 publications during the last four or five years is being kept abreast of the times. The same is true of your home economics advertising now offering this series of educational charts as well as your trade advertising. As mentioned before, 45 livestock papers have been added to take the story of the industry's achievements directly to the livestock people.

In conclusion, I want to point out to you again the relationship between understanding and use. We tend to make an intelligent use of the things we understand. That is true all through life, in the handling of tools or anything. The things we understand we tend to make an intelligent use of. You can therefore see how important it is to have everyone in the meat industry who has anything to do with the selling of meat, understand this industry program so they can make an intelligent use of it.

This is by no means a job for the Institute merchandising staff alone. A handful of men, eight or ten men, covering the country, can see a few big retailers, they can see the participants in this program, and they can stimulate a lot of interest. But a handful of men, eight or ten men, cannot do the job of interpreting this program and its importance to over 300,000 retailers in the country. This is an industry assignment.

The No. 1 reconversion job of the meat industry is to get back to the sell-

ing of meat. That job calls not only for resetting the sights of your own people and your own sales organization, and as has been pointed out before this morning, retraining those people, but it gets back to the job of retraining this retailer, taking your reconversion program right down into the retail store.

What better spearhead could you have for that reconversion assignment than this industry program, if you will make the effort to understand it, and to use it—and, of course, to support it.

So let's all go away from here today determined that if there are any things about this program that we do not know, we are going to learn them, and we are going to understand this program, its objectives and aims. And let us all go away determined that we are going to make a better use of this program in 1946.

At this point, Frank Hunter of the Hunter Packing Co. of St. Louis, is going to add some remarks about this program. Mr. Hunter is a member of the national planning committee.

HUNTER SEES WORK AHEAD MAINTAINING MEAT'S GAINS

YOU gentlemen have just seen a fine array of pretty pictures, but we are not in the business of making pretty pictures. These same pretty pictures, however, can help our business.



F. A. HUNTER

With the required amount of money, anyone can hire an artist, have him paint a picture, make up some pleasing copy to go with the picture, turn it into a printing plate, and print it in a magazine. Some people might call that type of a picture an advertisement, and, I suppose, to all intents and purposes, it is; but

just a pretty picture on what was once white space in a magazine is not what we think of in terms of advertising. If it does not recognize a problem or condition and set about to correct the situation or at least improve it, it entirely misses its true function and remains just a pretty picture.

These pretty pictures you have seen here this morning are more than that. They are advertisements. They recognize our problems and the men who planned those advertisements sincerely feel they will meet and help solve those problems.

Starting the day after tomorrow, a large segment of this industry is entering a new fiscal year. You men in the meat packing industry know that many problems still confront us. Many of them are complications arising from the war, many were in existence before

the war, and still others are the product of a return to peace.

There has been reluctance to promote any individual meat item too strongly for fear that it might arouse adverse sentiment among consumers when they set out to buy a cut of meat and find that it is not available. It is not the intention of this program ever to make consumers angry. On the contrary, we want to make them want our product more than they have ever wanted it before. One way in which we can do this is to convince them that they need meat.

Our War-Gained Assets

Mixed in with the many war-caused headaches are a few aspirin tablets. Nothing makes people more conscious of the everyday things of life than denying them to them. Prior to 1941, how many of us considered using tires over 15,000 miles—how little did we appreciate the princely privilege of commanding "fill 'er up." In the same way denial has made the public meat-conscious. Meat has been in the headlines more in the past three or four years than at any other time in history. It has been the subject of conversations over the bridge table, at teas, cocktail parties. It has been the cause of minor riots—and much skulduggery has resulted. Thousands of lines of newspaper and magazine space have been devoted to it. Editorials have appeared in hundreds of publications. People have stood in line for hours to get meat.

Millions of servicemen and women have eaten more meat while in the Army or Navy than they ever ate as civilians. They learned to appreciate meat for its health-giving qualities; they found how appetizing even the most meagre rations can be when meat has been added to the menu. Those men and women are now entering civilian life again. They are meat-conscious, too. Thus, with the civilian millions meat-conscious through the lack of it, and servicemen conscious

of it through the presence of it—it seems to be unanimous.

One might gather that the industry is in a good position to sit back and cash in on this unexpected dividend of war. Before we clip any coupons let's look at some of the negatives in connection with the results of the war.

In the first place, other products more available than meat have improved their positions in consumer favor because they have been promoted as meat substitutes. Meatless days have appeared in most localities in the country, furthering the introduction of meat substitutes.

These negatives are not new to this industry. We had similar occurrences only a generation ago, and our experience then should be helpful to us today. If we had not had them we might be tempted to sit back and try to sell meat the easy way. But all that it is necessary for us to do is to look at statistics to realize that consumption of meat per capita steadily declined during the years following World War I. Many of you probably recall the smoked meat campaign conducted in the 1920's and the "Eat More Meat" campaign in the thirties. Indeed, today's Meat Educational Program is a direct outgrowth of a declining per capita consumption.

Meat Has Many Merits

Meat can sell on its own merits—and it has many of them. In the first place, people like meat. In the second place, it is one of the most nutritious food products available. But in a world of science and propaganda dealing with science, appetite appeal alone is not enough to sell our products. People must know more about what they are buying today before they buy it. They have been educated along this line. Therefore, the consumers of today must know about meat.

There are many other products which are nutritious and healthful, and to many people, just as appetizing, in their way, as meat is. The production of these products is increasing just as the production of meat has increased. For example, egg production this year is estimated by the government at 4,885,000,000 dozen—that's a lot of dozens of eggs—up 46 per cent from the prewar period. The production of poultry this year is estimated at 3,300,000,000 lbs., dressed weight. This is 42 per cent over the average of the five-year period from 1935 to 1939. Next year production of these two items probably will be even greater than this year.

Production of dairy products has increased. Cheese production, for instance, is up 64 per cent over the five-year average, 1935-1939. Production of fruits in 1945 also is considerably up from the prewar average. Canned fruit has increased 24 per cent and fruit juices have increased 43 per cent. Production of grains, from which so many of the popular breakfast foods are manufactured, also has shown tremendous increases. Wheat is up 52



TWO IOWANS TOGETHER

All set for the opening session (l. to r.) A. D. Donnell, secretary, Rath Packing Co., Waterloo, Ia., and John Moninger of the AMI, who comes from Marshalltown.

per cent, oats up 51 per cent. Other items which also have shown increases in production are potatoes, canned and fresh vegetables, dry beans, and others.

And in this connection, we should remember always the lesson presented here by Mr. Heath—the average stomach will hold only 40 oz. of food. Meat must compete with all of these other food products in order to hold its place in that 40-oz. stomach.

Now another factor enters into the picture. The number of dollars the American consumer has to spend for food products and other items are not as plentiful as they have been during recent years. There are all kinds of estimates on the number of unemployed we will have by the first of the year, but one figure that keeps bobbing up is 8,000,000 by next spring. Statistics show that the demand for meat is tied in closely with employment and income, and despite all we have been reading about in newspapers, the aggregate "take home" pay will probably be less than during the war. That money will be spent not only for food, but for washing machines, vacuum cleaners, automobiles, homes, remodeling jobs, and other such items.

In other words, we are going to have to work hard to get our share of these dollars if they are fewer.

We can rest assured that manufacturers and processors of these other products are vigorously going after their share of the consumer market. Interestingly enough, we find that many food items are approaching the public along the same lines that we have already established in the public consciousness. For instance, we have made great strides in developing an awareness of the importance of proteins in the diet. The "magic amino" program for the next two months is an example of our work in that direction.

Competitive Advertising

Yet, there are many advertisements of other foods which soon will confront the American public describing the importance of protein in the diet, and how these particular foods are such prominent sources of proteins. It is readily apparent that in order to keep our position, we must continue to emphasize the merits of our product just as much or even more than we ever had. And not only that, but also we must continue to pioneer in our advertising and be the first with the best selling ideas and scientific information. For too many years we have taken a back seat in promotion of our product to our own detriment and to the complete satisfaction of those who compete with us for the food dollar. That last statement is certainly not one arrived at by long months of hermit-like deliberation—without doubt everyone in this room is well aware of it.

Consumer advertising is not the only important part of our Meat Educational Program. The editorial comment on the importance of meat in the diet has been increasing steadily over a period

TO AND FROM THE CONVENTION HALL

1. J. D. Pepper, partner, Pepper Packing Co., Denver, Colo.; A. J. Schnell, Preservalline Mfg. Co., N. Y., and H. P. Brown, sales manager, Great Falls Meat Co., Great Falls, Mont.

2. George H. Gund, general superintendent, Rose City Packing Co., Tyler, Tex.; Fred S. Stafford, Butler, Pa., and Frank P. Able assistant treasurer, C. F. Viseman & Co., Louisville, Ky.

3. This trio of old friends includes A. V. Ross, general superintendent, Gibson Pkg. Co., Yakima, Wash.; Edward R. Swem, editor of THE NATIONAL PROVISIONER, and John Moninger of the AMI.

4. C. T. Marsau, export manager, Rath Packing Co., Waterloo; Antonio Aguilera of Aguilera, Margaron y Cia, Havana, Cuba, and E. B. Ogden, jr., Ogden & Co., brokers, Havana, Cuba.

5. L. H. McMurray, livestock buyer, Indianapolis, Ind., and S. C. Bloom, air conditioning expert.

6. This trio from Swift & Company includes Waldemar Veazie and Robert S. Evans, from the general superintendent's office, and E. T. Swearingen of the branch house provision department.

7. K. E. Miller, commercial research, Armour and Company, L. M. Stone, general manager of packinghouse operations, Kroger Grocery & Baking Co., Columbus, O., and Anthony Alic, livestock buying division, Armour and Company.

8. Harley D. Peet, president, Peet Packing Co., Chesaning, Mich., E. D. Henneberry, president, Hull & Dillon Packing Co., Pittsburg, Kans., G. A. Billings, vice president, Cudahy Bros. Co., Cudahy, Wis.

9. J. M. Foster, vice president in charge of operations, John Morrell & Co., Ottumwa, Iowa, and Knute Espe in charge of the Association to Maintain Freedom in Livestock Marketing.

10. L. R. Stupnick, Mongolia Importing Co., Inc., New York city, E. F. Jackson, vice president, Girard Packing Co., Philadelphia, Pa., and Irving Rabinowitz, Girard Packing Co., who has recently been released from the armed forces.

11. Lester Yollick, who will be released from the Army shortly and plans to return to the Granite State Packing Co., A. Shapiro, president, Granite State Packing Co., Manchester, N. H., and Simon Cohen, owner, State Beef Co., Boston.

12. Dan Martin and Erich Rohlwing, Chicago, and William T. Reese, New York city, all AMI representatives.

13. J. H. Bryan, general manager, Bryan Bros. Packing Co., West Point, Miss., and H. W. Haas, Haas-Davies Packing Co., Mobile, Ala.

14. L. D. Jones, Philadelphia representative, AMI, A. G. Willy, proprietor, A. G. Willy Co., Philadelphia, Pa., and Alfred Yentis, president, Penn. Beef Co., Philadelphia, Pa.

15. D. R. Howland, president, Miller & Hart, Inc., Chicago, and Harry Drucker, secretary, and Sidney Leuchtag, Colonial Provision Co., Boston.

16. Robert T. Lay, sales manager, T. L. Lay Pkg. Co., Knoxville, Tenn.

17. John W. Pennell, vice president, Arrow Provisions, Inc., Decatur, Ala., and Karl Rein, sales supervisor, Preservalline Mfg. Co., Brooklyn, N. Y.

of the last several years. Much of this information in editorial columns can be traced to information disseminated by the Institute's department of public relations and the National Live Stock and Meat Board, which constantly is keeping the press informed through articles on food and nutrition. Professional fields probably are more aware now of meat as a source of nutritious food than at any other time. The messages in medical and other professional journals have helped materially in spreading this new concept of meat among professional men and women.

It seems to us that now is a time when all of us should approach the meat educational work of the industry from a new, and, we might say, enlightened direction. We know now how helpful this program has been to our industry. Even at a time when meat was not plentiful, it did a job of keeping the public informed as to why it was not plentiful. Those here who can remember the scornful finger pointed at the meat packing industry during the last war realize only too well what that kind of help has meant. But now, with greatly increased production, a more highly educated public, a public that has been meat-hungry and meat-conscious, a public that is willing to

accept meat with open arms—we cannot afford to hesitate and lose what we have gained and what now is ours.

We have in our hands a product greatly in demand . . . and the tools with which to supply it . . . your industry advertising campaign is designed to make the job even simpler . . . it justifies your support in every way you can give it.

A gentleman who was instrumental in the development of this program coined a slogan during the early period of the meat shortage . . . "Let's keep meat in their minds, if we can't keep it in their stomachs." Perhaps one of the best ways to sum up the position we are now in, is to paraphrase that statement . . . "Now that we can put meat in their stomachs, let's be sure to keep it in their minds."

EDITOR'S NOTE: Because of the late hour, the address on "Atomic Energy and Its Industrial Implications," by Dr. Reuben G. Gustavson, vice president of the University of Chicago, could not be presented. The American Meat Institute is reproducing Dr. Gustavson's talk, however, and will be glad to send copies to any reader of THE NATIONAL PROVISIONER who desires them.

The meeting recessed at 12:23 p.m.

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Packaged Meats and AMI Business at Closing Session

THE meeting reconvened at 2:05 p.m. on October 31 with Chester G. Newcomb, vice chairman of the board of directors, presiding.

CHAIRMAN C. G. NEWCOMB: Our first speaker of this afternoon is one of the most distinguished men of business. Louis Ruthenburg has become closely associated with the State of Indiana, but he was born across the river in Louisville, Ky. He studied at Purdue University and, after leaving the University, became manager of a manufacturing company in Louisville. For two years he did engineering work in England and later returned to Louisville. In 1937 he was made vice president and assistant general manager of the General Motors Truck Co. at Pontiac, Michigan. In 1939 he became president of the Copeland Products, Inc., at Mt. Clemens, Mich. In 1944 Mr. Ruthenburg became president of Servel, Inc., Evansville, Ind., a position which he now holds.

Mr. Ruthenburg is president of the Indiana Chamber of Commerce and director and member of the executive committee of the National Association of Manufacturers, a member of the board of trustees of Purdue University, and director of the 4-H Clubs.



C. G. NEWCOMB

LOUIS RUTHENBURG: The American Meat Institute has extended gracious hospitality that I have seldom experienced at the hands of another host. I ask you, can you think of a nicer spot for a refrigerator manufacturer to be in? This morning the first speaker recommended the national acceptance of the ever-normal refrigerator as against the ever-normal granary. And then the incomparable Red Motley gave my company several very nice boosts. I understand that I am to be followed by a discussion of frozen packaged meat. In fact, the subject of refrigeration is being covered so comprehensively and so adequately by my colleagues on this program, that I shall not have a word to say about refrigeration.



RUTHENBURG

The post-war economic pattern is forecast clearly by current events. In broad aspects it is identical with that of 1919. The pattern is apparent, but no one can predict the exact timing or the degree of inflation and subsequent deflation.

Many strikes to enforce demands for wage increases are developing now as then. The number of workers involved in strikes increased 236 per cent from 1918 to 1919. From December, 1918, to May, 1920, average weekly wages of factory workers rose 21 per cent, and the average wholesale price of manufactured goods also rose 21 per cent. The Cleveland Trust Company's Business Bulletin of October 15, 1945, says:

"We may as well accept the unwelcome prospect that if, for example, all the workers in the automobile industry are to receive a 30, or even a 15, per cent increase in hourly pay, the prices of the new cars will have to be advanced by about those same proportions. There is no other way to absorb the pay increases."

A few days ago the steel corporations' spokesman said that the idea of increasing wages without increasing prices is sheer nonsense. A report recently issued by the U. S. Department of Labor, Bureau of Labor Statistics, discloses increased unit labor costs in 25 important industries among 28 surveyed.

Up Wages Without Prices?

Notwithstanding such facts and authoritative statements, patent lawyer Davis, late director of the Office of Economic Stabilization, recently was reported to have said that wages can be increased 50 per cent without increasing prices, and the President is now advised by his economists that wages can be increased 26 per cent without endangering corporate profits.

Chester Bowles and his OPA associates sit on the price ceiling safety valve and yell to high heaven for sustained price controls, while other departments of government throw great gobs of fat in the form of wage increases upon the raging fires beneath the economic boiler. We sorely need sane post-war price controls, but confused governmental policy invites failure of all price control. As the floor under wages rises, irresistible pressure is created beneath price ceilings, and the price ceilings cannot long resist the growing pressure.

The rules of arithmetic and the laws of physics will prevail in spite of hell and high water, human legislation and bureaucratic meddling.

Those who characterize the intervention of government in our economic affairs as a "mixed economy" ain't

foolin'. In the language of Dogpatch, it's all very "confoosin'" without being in the least "amoosin'."

We emerge from the war economy with a terrible hangover—a pervasive complex of government, labor and business management all trying to achieve high levels of employment—each by methods not mutually acceptable.

Perhaps the legend of Babel's tower is prophetic of our present dilemma. The validity of H. G. Wells' statement, made many years ago, becomes increasingly apparent. We are, indeed, entered upon "a race between education and catastrophe."

Plenty of Jobs is Objective

The basic post-war objective of plentiful employment is very generally accepted as our master problem by all Americans except a few misguided communists and fascists who would welcome confusion unlimited and who cherish the hope of "fishing in troubled waters" to the end that our American institutions may be superseded by statism and dictatorship.

Competent thinkers say that, if our American institutions are to be thus superseded, the disaster will be brought about, not by the conspiracy of crackpots, but by the fateful sequence of unemployment, economic maladjustments and resultant social disorder.

We can prevent this. It will call for a courageous, positive program. If, on the home front, we lose the fruits of peace, that loss will come not from assault but through default due to confusion of thinking and a failure to meet the emergency with a plan.

It is generally believed that high level post-war employment will insure widely distributed purchasing power, social stability, active and profitable business, and the preservation of American freedom. This brief discussion of post-war problems will be limited, then, to those which seem most directly to influence high level post-war employment.



CANADIAN VISITORS

Two delegates from Canada Packers Ltd., Toronto, Canada, pose for the Provisioner photographer: H. Murray (left), general manager, and W. R. Carroll, general superintendent.

The fact that we have attained in the United States the highest material living standard ever achieved by any nation at any time in the world's history need not be spelled out for this audience. That this high standard of material well being is more widely distributed among all classes of the people of our country will be accepted as a statement of obvious fact.

Blessings Not Accidental

Such widely distributed material blessings are not the result of accident, or our wealth of natural resources or of unassisted providence. The widely distributed benefits are the result of the magnificent design of individual freedom, so carefully planned and developed by the founders of the republic.

Our forefathers freed this nation from restrictive influences and created environment and incentives which insured effective cooperation of all elements of our social structure—workmen, farmers, consumers, merchants and salesmen, inventors, industrial pioneers, investors. In this environment and under the reward incentives so created, an ingenious and energetic people developed a beneficent economic cycle which has brought about the American way of life and the American standard of living.

A careful study of this beneficent economic cycle discloses a process which is essentially simple and which should be universally understood. American inventive ability, untrammelled and operating under effective incentives, has developed a great wealth of new and desirable products and constantly improved techniques of production. Rewards to those who invested their surplus were substantial. Mechanical

power rapidly supplemented manpower. We early learned to work effectively together as productive human groups and to use the latest devices to cheapen production.

As the direct result of such developments we have achieved rapidly increased productive efficiency and reduced costs. An essential factor in the formula has been constantly increasing investment of funds in the facilities for production. Let's look at the record of the past 90 years.

Year	Investment Per Plant	Investment Per Worker	Horsepower Per Worker	Year's Output Per Worker	Annual Wages Per Worker
1849	\$ 4,000	\$ 500	Very little	\$ 485	\$ 248
1879	10,000	1,000	1.3	723	346
1909	70,000	3,000	2.9	1,300	510
1939	270,000	6,000	6.4	3,100	1,150

There, very briefly summarized is the process and the record, and, parenthetically, it may here be noted that Mr. Davis' 50 per cent wage increase without price advances is quite possible if we follow the proved process and allow time enough for evolutionary developments.

Rich benefits have flowed from this process to all of our varied social groups. The process has been so effective that we are the most envied people of the world. England, Russia, India and other lesser lands all study and attempt to emulate our productive efficiency. But too often our neighbors fail to understand the vital importance of the foundation of freedom and individual incentive which was our American heritage. I use the past tense deliberately because the people of the United States have shown disturbing signs of forgetting or failing to understand those fundamental aspects of our American economy.

Gradually and almost imperceptibly the free and stimulating environment created by the founders of the republic has changed. Restrictive influences again threaten to throttle our freedom. Cooperation has been replaced by short-sighted, suicidal selfishness of classes and groups. Statesmanship is superseded by political expediency. National and state political administrations and legislatures slavishly serve powerful political blocs and neglect the broad public interest because we, the people,

have become indifferent to the greedy exactions of pressure groups, who want a greater share of the common prosperity.

Intolerable political economic pressures growing out of short-sighted group consciousness and suicidal group selfishness inflicted such intolerable oppression upon the people of Italy, Germany and France that they were driven to destruction. Perhaps their fate may precipitate a dark age of indefinite duration upon all the people of the world—an age to be characterized by indescribable human misery and hopelessness.

Suicidal Group Selfishness

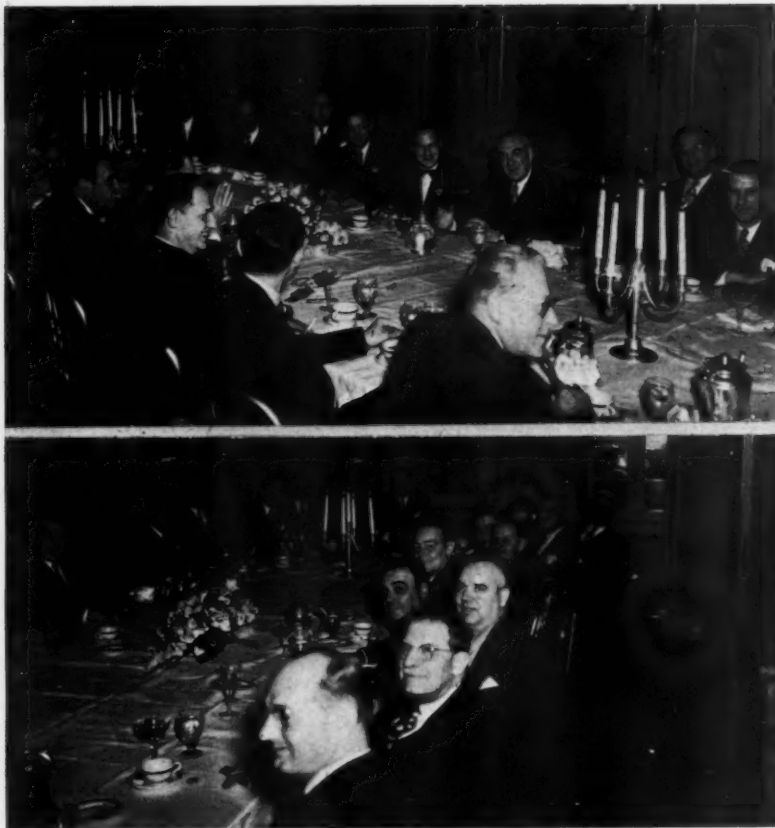
The symptoms of these diseases of exaggerated group consciousness and suicidal group selfishness have appeared in this country. Symptoms identical with those that were apparent in Italy and Germany before the ascendancy of



CLAIR DINNER PROVES AN ADDED ATTRACTION IN WAKE OF CONVENTION

The dinner and cocktail party given by Ed Clair each year is one of the main attractions of the AMI meeting. Upper left shows some of the boys having a few cocktails before eating. The

two girl musicians were giving off with a tune for one of the guests while Ed Clair, right, enjoyed the harmony. Lower photos are scenes at the dinner and show the host and some of his guests.



Mussolini and Hitler and in France, before disintegration invited invasion, have appeared in our social, political and economic structures.

Even at the risk of appearing unduly pessimistic, I want to urge you to think on the real significance of the strikes, the arrogant demands of pressure groups, the timidity of our legislators in the face of a few organized voters. What are you and I going to do about these things?

We face a more fundamental and important test than that of winning the war. Internal forces as dangerous as any foreign aggressor threaten the country's future. These internal forces will surely destroy the nation unless we can find renewed unity and again learn to cooperate effectively among ourselves.

Cooperation Essential

The real tragedy of it all is that the majority of our people want sanity, fair dealing and tolerance to rule, but they have forgotten that a well-organized minority, vocal and aggressive and without conscience, can dominate a party. One of the signs of the times is the way wages are being separated from production.

The traditional pattern under which our American economy has advanced so rapidly to such great achievements is one in which increased *real wages* have followed the attainment of increased *productive efficiency* and have been ac-

companied by equitably distributed benefits to labor's partners in the achievement.

During recent years, however, *money wages* have been advanced by coercive measures without regard for productive efficiency and without taking into account the interests of consumers and investors. The trend continues, and proposals now advanced by ambitious but economically ignorant labor leaders and by vote-seeking politicians would continue and would accelerate this suicidal procedure.

Such increases in the *money wage*, brought about by coercion and without regard for productive efficiency or equity, will surely defeat our objectives of high level post-war employment, widely distributed purchasing power, and economy of plenty and a stable society. Through mass ignorance of the people and the complacency of our leaders we shall be driven ever further, step by step, toward socialization, stateism and dictatorship. That is the history of such conditions. Look at Germany. Study what happened in that country before the Nazis came into power there.

The peace for which we have paid such a great price will be lost on our home front not through assault but by default.

A startling and intemperate statement?

I think not. Let's face the facts.

Since 1929 many of our economic

MEAT CANNERS HOLD DINNER

The National Meat Canners' Association held its dinner at the Palmer House on the evening of October 31. This group now includes 25 companies and is no longer in the infant stage. Both pictures show that a good time was had by all.

base lines, guide posts and landmarks have vanished. Before that fateful year the United States of America had been a successful, self-sustaining, profitable and going concern. Since that time we have, for 16 long years, been creators of deficits—economic improvisers, recklessly engaged in grand-scale fiscal experimentation. As we emerge from the war we may be indebted in an amount equal to or exceeding the total appraisable national wealth. If we take into account the value of squandered natural resources, never to be replaced—minerals and depleted farm lands—and the incalculable value of lives lost and rendered ineffective, our losses extend beyond the capacity of imagination.

How Will We Pay?

Astronomical as our losses have been, we may yet hope to win the peace and to travel successfully the hard road that lies ahead in the degree to which we can recapture and operate under the moral values and the sound economic concepts through which we achieved our pre-depression status.

We hear much talk of "full employment" and of a post-war boom. How much discussion have you heard about how we are going to pay for this most costly of all wars? Let us make no mistake. We must pay the most fantastic debt ever created in the world's history with one coin or another. The choice



TWO SMILING PHILADELPHIANS

Two easterners get together: George A. Casey, president, John J. Felin & Co., Inc., Philadelphia, and Alfred Yentis, president, Penn Beef Co., Philadelphia.

MEAT BOARD WAS THERE

Much in evidence during the Institute's convocation were these three prominent representatives of the National Live Stock and Meat Board (l. to r.) D. H. La Voi; R. C. Pollock, general manager, and Max O. Cullen, well-known meat cutting and merchandising expert.



of coin lies between drastically reduced living standards and immensely increased productive efficiency. In Dr. Henry Wriston's great book, "Challenge to Freedom," we find this significant paragraph:

"This war can be won and it can be paid for only if we produce. There must be such a burst of production, such a fever of energy, such a wealth of invention, such an outpouring of skill as the world has never seen before. All those resources are right at our finger tips through the magic of chemistry and engineering and technology, and the American people should speak with one voice: 'Clear the road for production.' Whether the obstruction is business practice or union requirements or government red tape, all must make way for victory in war and recovery in peace."

Events of recent years have caused a departure from the earlier trend of constantly increased productive efficiency. Conditions stemming from the great depression—unemployment, made work, business losses, class legislation—all have conspired to reduce productive efficiency.

Since the enactment of the National Recovery Act in 1933 the organizing efforts of union leaders have been effectively aided and abetted by our government, and organized labor has traditionally and consistently opposed increased productive efficiency.

The restrictive practices of many labor unions are matters of common knowledge. In the building trades, for example, an absurdly low limit is set upon the number of bricks that a union bricklayer can place during the working day. Union rules limit the width of paint brushes and prohibit the use of efficient paint spraying devices. When union pipe fitters receive pipes machine-threaded at the factory, they often insist upon wastefully cutting off those threads and cutting new ones. Some union electricians, upon receiving lighting fixtures wired at the factory, squander time by removing the factory-assembled wiring and rewiring the fixtures.

Featherbedding and other wasteful practices prevail among railway work-

ers. Very generally the older labor unions have restricted training of apprentices as a means of diminishing the supply of skilled labor and of increasing the money wage.

High Costs Cut Building

Such practices, which could be cataloged endlessly, have had the effect of reducing the man hours of employment available to working groups indulging in such practices. For example, restrictive rules followed by bricklayers and stonemasons have greatly accelerated the use of concrete. Again, the amount of building generally has been greatly reduced by unnecessarily high costs.

Such practices restrict production, increase costs, limit the buying power of consumers and reduce employment.

A few industries have been able to avoid the worst penalties of restrictive labor practices because total labor costs represent a small proportion of total costs. By improvement in operating methods, including superior mechanization, costs to the consumers in some instances can be reduced despite labor's tendency to restrict output. The railways of America afford a classic example. But railway rates could be lower and the national economy could be greatly accelerated if railway labor

would agree to abandon restrictions.

In other industries, where the labor content represents a high proportion of total cost, there is no choice except to pass increased costs to the consumer, thereby incurring the penalties of restricted sales and reduction of employment.

Before the depression such practices on the part of labor influenced a relatively small sector of our economic activity. Restrictive union practices were confined to relatively few industries. The greatly increased growth influence of organized labor, practicing restrictive methods, will have far greater influence on the post-war economy.

Before 1937, for example, the motor car industry was not unionized and was not greatly influenced by restrictive labor practices. Since 1937 restrictive practices indulged in by automobile workers have very substantially reduced labor efficiency in that great industry. The motor car industry may find means of partial compensation through increasing mechanization and improved processing, but that industry is already among the most highly mechanized, and, unless lost productive efficiency can be regained, either the consuming public or the owners of motor car securities must pay the price, and automobile labor will pay the tragic price of unemployment.

The great spread of restrictive practices under labor union auspices has been concealed to a large extent in the confusions and loss of land marks incident to the depression and the war. Their effect upon the post-war economy may be profoundly disturbing.

Proposals now under serious consideration, such as increased hourly wages to compensate workmen for the loss of overtime premium pay, unemployment benefits of \$25 per week for 26 weeks under federal aid and pressure for the guaranteed annual wage, will not stimulate increased productive efficiency. In fact, it will more likely decrease per worker production.

In 1937 important findings were disclosed in a book written by Allen W.



SNATCHING A MOMENT OF RELAXATION

Four representatives of Swift & Company snapped in an informal pose in the hotel cocktail lounge, (l. to r.) J. B. Stearn, H. W. Keefer, W. J. McCue and T. C. Tait.



Rucker entitled "Labor's Road to Plenty," from which I quote:

"The American system is a system of pay proportionate to productivity. And that system operates consistently in good times and in bad times; in war time and in peace time. It is not influenced by industrial oppression or union aggression nor by Democratic and Republic administrations. The average income per wage earner in American factories is strictly proportionate to the values which that average worker helps to produce."

Rucker supports that statement by facts drawn from the U. S. Census of Manufactures, and, believe it or not, during the 35-year period from 1899 to 1935 the average annual productive rate per worker and the average annual income per worker have risen and fallen proportionately. Both increased more than threefold from 1899 to 1929; both declined in proportion to each other from 1929 to 1933; and both again increased proportionately in 1935.

Labor's Part of Output

Through all the vicissitudes of our lives between 1900 and 1940, Labor's percentage of the gross value of output has varied only from 16 per cent to 17.9 per cent, or 1.9 per cent. The highest percentage was reached in the early twenties, and the lowest percentages were recorded in 1909, 1919 and 1940. This consistency of labor's share is significant. The slight variation is unimportant. That aspect of our economy evidently is governed by laws whose penalties can be incurred but which cannot be repealed or amended by human legislation.

Increase in the money wage brought about through union or legislative coercion in the presence of reduced productive efficiency can ultimately have one of two results. First, prices may increase faster than money wages can be increased, thereby reducing the national living standard, bringing acute distress to those whose incomes are static or relatively inflexible, and leading to severe inflation. The second possible result of arbitrarily increased money wages in the presence of reduced productive efficiency and artificially suppressed prices will be the reduction of business profits, multiplied

INFORMATION, PLEASE

George C. (Farmer) Kern of John Kern & Son, Portland, Me., sought out AMI staff member Aled P. Davies early in the convention for some important information. Mr. Kern's philosophical observations on the packing industry and governmental trends constituted one of the highlights of the meeting program.

bankruptcies, failure of business to attract capital and consequent unemployment. Either result will defeat the generally accepted purpose of attaining high post-war employment, an economy of plenty and a stable society.

A few of the more intelligent union leaders seem to understand that real wages, i.e., wages that buy more goods, can only be increased as the result of increased productive efficiency. For example, in "Organized Labor and Production," by Morris L. Cooke, a production engineer, and Phillip Murray, a union leader, we find this significant sentence: "In recent years, however, trade union leaders have realized that wages come out of the total production of the plant and that the way to get higher wages is to produce more goods."

Again, Edward T. Cheyfitz, national chairman of an important CIO division, writing in the December, 1944, issue of *Fortune*, ably supports the thesis that "in increasing our industrial efficiency lies the one sure way of raising America's and the world's living standard." Unfortunately, union leaders and union members very generally embrace a contrary philosophy and promote opposing practices. It becomes increasingly apparent that the future of organized labor and the future course of our



EYEING THE PROVISIONER

Looking over a copy of the National Provisioner are (l. to r.) L. M. Wyatt and A. B. Smeby, senior marketing specialists of the Department of Agriculture.

country depend upon the outcome of "the race between education and catastrophe."

Not so long ago there appeared in the *Christian Science Monitor* an essay written by Hugh Gibson. Mr. Gibson began by saying, "Most of us have a pretty clear idea of the world we want. What we lack is an understanding of how to go about getting it." That accounts for the confusion of voices, ideas and plans today.

Work of the CED

Among those who are contributing constructively, unselfishly, with deep insight and clear vision and understanding of "how to go about getting the world we want" are the thousands of outstanding businessmen who for many months have engaged in the business of the Committee for Economic Development. This organization, which has active local committees in 2,900 business centers of the United States, has for its purpose the establishment and maintenance of high levels of employment and productivity in post-war America.

To accomplish this purpose they have carefully developed a dual program. The first phase of the program is so organized as to inspire, stimulate and assist businessmen through their autonomous, local organizations to plan definitely for post-war activities that will provide a maximum number of post-war jobs.

Recognizing the fact that business cannot operate successfully and provide maximum employment in an unfavorable environment, this committee has designed the second phase of its program to assist toward creating a post-war climate in which maximum productive employment can be attained and sustained. Based upon the most careful economic and social research conducted by the country's finest and most objective minds, the statements of national policy of the CED are given wide circulation and have gained wide acceptance by thousands of thoughtful Americans.

These statements have dealt with such important subjects as "Post-War Employment and the Settlement of Terminated War Contracts," "Post-War Employment and the Liquidation of War Production," "Post-War Federal Tax Plan for High Employment," "Post-War Employment and the Removal of Wartime Controls." Through the Committee for Economic Development American businessmen are strenuously striving to attain the "world we want."

Then there is Eric Johnston, now entering upon his fourth term as president of the U. S. Chamber of Commerce, whose courage, clear thinking and cooperative philosophy have done much for the preservation of American freedom. Johnston's great book, "America Unlimited," is an eloquent testament of his faith in our institutions. The management-labor charter, to which he and William Green of AFL and Phillip Murray of CIO are signatories,

marks the opening of splendid opportunities for better understanding between and the mutual education of management and labor.

Continue Our Research

Recently Eric Johnston wrote to me: "I am not afraid of other countries if we, in America, will only continue our research activities, our technological improvements, our increased efficiency per man-hour and the incentive to build a finer and a better country."

The men of CED, Eric Johnston and his associates have many spiritual kindred among men such as you, thoughtful, logical American liberals. May their leadership attract increased following! May their counsels be widely accepted!

The road too many of our citizens now follow and upon which they first set their feet many years ago will lead us inevitably, step by step, through various socialistic panaceas to the supremacy of the state with its inevitable restriction of individual liberty. Every measure of economic control exercised by the state induces the need for additional controls, which increase in progressive speed until dictatorship and absolutism become inevitable.

The other road along which we traveled to attain the highest material living standard ever achieved by any nation at any time in the world's history is not a mysterious road nor one difficult to rediscover. It is well defined by the precepts which were developed by the founders of this republic. Its course is marked by guide posts indicating maximum freedom of the individual, an environment and incentives conducive to effective cooperation on the part of all elements of our society. Those who follow that road abhor coercion and class legislation. They adhere to proven economic concepts, under which they comprehend that an ideal society can only be sustained upon a sound economic foundation and that constructive government can only be the by-product of a stabilized society and, finally, that balanced material benefits can be brought to all classes of that society, not by legislative and group meddling with the eternal verities nor by coercion in its many guises, but only through those processes which lead to constantly increased productive efficiency.

Gentlemen, which course will you and I and our fellow American choose?



EXPERTS UNCERTAIN ABOUT FUTURE OF FROZEN MEATS; SEE SLOW EVOLUTION

CHAIRMAN J. W. CHRISTIAN: Our subject for this round table discussion is "The Possibilities of Packaged Meats, Fresh or Frozen, in the Post-war Picture." It is felt that this subject is a vital one for our industry and has possibilities.



J. W. CHRISTIAN

with authority the various phases of this subject.

The first on our program is E. W. Williams, publisher and editor of *Quick Frozen Foods*, New York, whose subject is, "Merchandising Frozen Meats."

SEES MEATS AS PART OF FROZEN FOOD LINE

E. W. WILLIAMS: The subject "Merchandising Frozen Meats" is a good deal like the weather; everybody talks about it, but so far nothing has been done about it. I think that is going to change in the future.

We have watched the development of frozen meats since 1936 from an absolutely impartial standpoint, as a publication in the frozen foods industry. I feel that the development of frozen meats will come from now on in a gradual way, and that it will parallel the distribution of other frozen products, principally fruits and vegetables and poultry and seafoods—and its progress will be also gauged principally by the spread of zero storage space in the store, the institution and the home.

Frozen meats, I think, should be regarded as another frozen product in the complete line of frozen goods—not as a specialty to be developed as a specialty—and I do not believe that the progress of frozen meats can be any faster than the progress which is made by the frozen foods industry as a whole.

Quick frozen meat cuts first became popular in 1938 when their sales approximated 5,000,000 lbs. The highest point was reached in 1941 when sales reached about 18,000,000 lbs. and then dropped to 14,000,000 lbs. in 1943. Since then, sales have been negligible because of OPA restrictions. Further, in studying the background of frozen meat merchandising I might suggest that any conclusion based on the 1930 experience of Swift & Company in the sale of frozen meats would be misleading since frozen foods were not well known at that time and equipment not generally available.

Let us, for a moment, consider the advantages and disadvantages of frozen meats from the meat packer's distribution standpoint. Under advantages: 1) the packer has controlled distribution of his own products, he can brand each cut and reduce costs somewhat through greater offal recovery at the plant as well as weight reduction in shipping. The present costly branch house structure which larger packers must maintain can be simplified. Also a greater variety of choice meats can be stocked at many warehouse points. Larger inventories are possible without loss. And I believe that frozen cut meats, sold by brand as are other food products will make buying easier for the American housewife.

As to disadvantages: there is of course retail and union opposition to be met. The task of converting "fresh meat-minded" personnel into "frozen-minded" men is no small problem of the branch house sales department in many plants. It would seem likely that new sales staffs may have to be developed. The handling of the low temperature cabinet and zero temperature protection from the plant to the store is an item of additional cost in the total distribution expense.

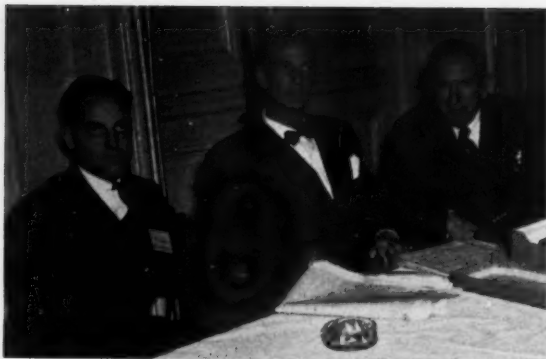
The problem of bringing all buyers down to a uniform level—that is a level where they are willing to buy various cuts by brands, forgetting "locality cutting preferences" and overlooking the variations in cuts which is bound to occur in the most careful packaging operations, is one which will have to be met. I think this objection is not too serious and can be overcome in view of the greater variety and availability of frozen meat cuts. If frozen meat cuts were universal it would seem as though the consumer would save money. A gradual uniformity of cuts would take place and the present confusion of



E. W. WILLIAMS

HELLO THERE, SOLDIER!

Edward Oppenheimer (right), Oppenheimer Casing Co., Chicago, greets an old friend, Pvt. Sami S. Svendsen, Chicago broker in sausage casing and animal glands, now stationed at Fort Bragg, N. C., who visited the convention while on leave.



AMBASSADORS FOR AMI

Three well-known members of the American Meat Institute staff (l. to r.) A. L. Owen; John Cutting, public relations department, and Pendleton Dudley, eastern director. Mr. Dudley was recently given the highest honor in the public relations field.

"locality preferences" could be eliminated.

I believe that from a merchandising standpoint, the biggest problem which will face the introduction of frozen meat cuts on a large scale will be to persuade the consumer to accept uniform-sized cuts rather than "custom cut" meats which she is used to buying. This re-education will take some time but I think eventually the consumer will be shown the advantage of foregoing a personal preference in favor of easier buying and a greater uniformity of quality.

Distribution of Frozen Meats

In checking our records of the history of frozen meats, the most profitable items in the past on the list for the retailer were pork chops and minute steaks, which yielded from 2c to 4c per pound profit. The average frozen foods retailer is used to a markup of from 25 per cent to 30 per cent, whereas the average butcher gets from 30 per cent to 40 per cent margin on fresh beef. However, the fresh meat problem takes into consideration loss on shrink, labor in cutting meats, more trimming and time spent in serving the consumer—all of which costs are higher than they were in 1940.

Frozen meat cuts which have been most popular in the past were hamburger or chopped steak, rib or loin lamb chops, club steaks, chip steaks, roasts, sausage links and corned beef hash. Cooked meats have met with some success, especially those containing ingredients which the housewife would otherwise have to prepare separately, such as stews.

How will the meat packer who wishes to distribute quick frozen meats go about it? Our experience shows that the smaller packers will be the first to bring out lines and other packers will follow, more slowly, but perhaps more extensively. We feel definitely, that for the present at least, the most natural and efficient outlets for any packer of frozen meats are the 1,300 present wholesale frozen food distributors throughout the country. These distributors have the necessary physical equipment with which to store and deliver these products. They have access to the retail low temperature cabinets and to the institutional outlets now

using their frozen fruits and vegetables. They need frozen meats to round out a complete line.

Most of these distributors are today well financed and many have and are building new plants near railroad sidings with capacities for 10 or 15 cars of frozen foods. Many have either dry ice or mechanically refrigerated trucks. And most important, they are the only distributors in the country who have the "know how" to sell frozen products. There is also the serious question as to whether many packers will want to merchandise frozen meats through their present organizational set-ups and it would seem that the easiest method would be to distribute through established frozen food channels which are,



FRIENDLY RELATIONS PREVAIL

(Upper): L. E. Griffin, P. G. Gray & Company, Boston brokerage house, being congratulated by Ralph Daigneau, vice president, Geo. A. Hormel & Co., Austin, Minn., for his 36 years of attending AMI conventions. Mr. Griffin celebrated 50 years with the Gray firm last July. He started with the firm after it had been in business only a few months. (Lower): Bob Jacobson, president, and Eli Jacobson, treasurer, Chicago Dressed Beef Co., Worcester, Mass., were here for the meeting.

at present, very receptive to frozen meats.

In addition to these distributors there are at present some 500 locker plants sufficiently large to distribute frozen foods commercially in rural and urban areas and these locker plants have the only freezer space available in many rural communities.

Place of Meat Wholesaler

Now there are also about 1,400 strictly meat wholesalers in the country, while they are not proved factors for the distribution of quick frozen meats, are, nevertheless, possible distributors for the future. We have recently noticed a great interest on the part of many meat wholesalers in this direction. Such wholesalers estimated they sold the great majority of their volume to retailers in 1943 and 1944 and this is another indication that these wholesalers could take on frozen meats, along with fresh meats. In the North only 30 per cent of the wholesalers deliver, while in the South, nearly all deliver to retailers—while of course, all frozen food distributors maintain delivery service.

Obviously, the whole question of the distribution of quick frozen meats hinges on the development of low temperature dispensing equipment for the retail store, super-market and chain. Just how quickly meat packers can duplicate the success of frozen fruits and vegetables will depend on how quickly they can control or work into existing cabinets. There are today approximately 35,000 to 40,000 stores selling frozen foods.

New dispensing units are mostly of the self-service, reach-in type, similar to the dairy and butter cases now in use, but at zero temperatures. We believe the number of stores having frozen food cabinets will be doubled during 1946 and I consider this a conservative estimate. A meat packer can do one of two things; either contract for and distribute his own low temperature cases in stores which would then be obligated toward handling his line exclusively, or he can work through existing frozen food distribution outlets, working his line of meats in with a general line of frozen fruits, vegetables, poultry and sea-foods—merchandised either under his own or present frozen food labels. This is a matter of policy for the meat packer to decide.

I want to emphasize that the distribution of frozen meats can expand as fast as the placing of zero cabinets in retail stores, but I believe that these cabinets will be placed rapidly from now on. At the present time, frozen food distributors rent or sell such cabinets to the retailer when they install a line. The practice of giving cabinets to retailers in exchange for the exclusive handling of a distributor's line is not a practice in this industry. Recent experience has shown that it is very hard to keep a variety of different frozen food brands out of a cabinet—by that I mean it is difficult to restrict

a retailer to one particular brand under the present set-up.

In passing, I might say that the policy of the leading frozen food packer and distributor, Birds-Eye, will be to remain out of the production of fresh frozen meat cuts, leaving this business to the meat packer where it belongs, and I think this is the policy of most large frozen food packers and distributors. They will, however, produce some cooked meat items.

Then, there is the house-to-house frozen food distributor who may become more important from a distribution standpoint. These outlets need meats to bolster the per-stop sale. Frozen food stores are also growing; there are now 22 in the New York area, and about five in the Chicago area. One large meat packer at least, has used these stores as experimental outlets for frozen meat cuts. The idea of merchandising frozen meat cuts direct to the home—along with a complete line of frozen foods—should not be condemned because of its novelty.

I might point out in passing that the complete frozen blue plate meal is now being manufactured and has been for two years sold to the Navy airlines. In my opinion this is the most important development in the frozen foods industry in the past year. The company making this meal is now going into distribution in the domestic market. Each meal contains meat—and they come in 12 different variations. One plate has a veal cutlet and French-fried potatoes; another might have lamb chops, peas and spinach. I have eaten them myself; they are merely heated up in your home oven for 30 minutes. I think this is a development which has great institutional, if not retail possibilities.

No discussion covering frozen meats can overlook the tremendous development now taking place in the home freezer. In a recent study, to appear

in the October issue of *Quick Frozen Foods*, it was found that well over 75 manufacturers are planning to produce home and farm freezers. The cost of the average home unit will run a little over \$40 per cubic foot. Many large companies such as Frigidaire, Westinghouse, General Electric, Kelvinator, etc., are bringing out these units and are already beginning to advertise them heavily to the consumer. This, we believe, will do much to make the public frozen food minded, and they will want meats to go into these freezers.

Cabinet makers expect to sell close to a million such units in 1946—and this does not include domestic refrigerators. Many of the latter have ample compartments for the storage of frozen foods and meats. Nothing can be taken for granted in this industry. The purchase of a home freezer generally awakens in the buyer a desire to eat and use more frozen foods. It may very well be that if 3,000,000 to 5,000,000 home freezers are sold during the next few years, the freezing and sale of meats may well become a necessity—for somebody will do it.

I see in the development of frozen foods more than a new line of products and more than a new industry. I see a virtual revolution in food processing, distribution and eating. Some advocates have predicted that in the future a cook will come into your home once or twice a month and prepare your meals, to be stored away in home storage units until needed.

Packaging Frozen Meats

I will not discuss packaging at too much length. Some meat packers feel that fresh meats have a better eye-appeal than the frozen, packaged products. This is doubtful. Certainly, the blood-soaked butcher block and the butcher apron, which are constantly in sight of the meat shopper, do not offer as eye-appealing sales background as would a clean, self-service case containing cellophane-wrapped, pre-cut meats. The new crop of housewives today are not as experienced meat buyers as their mothers, and I believe that the consumer will welcome with open arms a method which will make buying easier and provide brands upon which they can rely for uniform quality.

The day of bulk selling is coming to an end—even in meats—and the public senses this. Frozen foods have shown the way with fruits, vegetables, poultry and seafoods, and meats are the next logical development. The attitude of retail meat dealers was officially expressed recently at an annual meat dealers' convention in which a resolution was passed opposing frozen meats because they would "cut down the use of skilled meat cutters and add to the cost of meat to the consumer." The resolution, however, hinted that if frozen meats were handled at all, they should be sold through retail meat stores.

The above sentiments should not be too readily accepted as representative



TEAMED UP IN PAIRS

(Upper): Lt. John C. Pierce, jr., Chicago Quartermaster Depot, U. S. Army, and William Kasper of the canned meats department of Wilson & Co., were talking strictly business. (Lower): Capt. George W. Smale, in charge of perishable products, Quartermaster Market Center, N. Y. C., who was formerly with Sylvania Industrial Corp., visiting with M. Rothschild, president, M. Rothschild & Sons, Chicago.

of the entire meat trade. Many meat outlets today are complete markets or super-markets and are handling frozen foods as well as meats. To these stores the advantage of a fixed profit with no shrinkage may prove very alluring indeed. There are only about 45,000 straight meat markets or butcher shops now operating as against a total of some 400,000 food stores of all types.

Fresh Cut Vs. Frozen Meats

Now, of course, the question remains: What of fresh-cut packaged meats? It is true that this form of merchandising has made considerable progress. However, this is purely a retail merchandising development, a product of the retailer's ingenuity, which makes no permanent improvement on the elimination of shrink or basically improves meat merchandising as does frozen meat. It does, perhaps, improve selling at the retail end, but it gives the packer no basic advantage and does not permit packer branding. Frozen packaged meat cuts on the other hand, are a packer's problem and a packer's development. Fresh-cut meats give packers no more control over their products than they now have.

A complete line of quick frozen meat cuts, serviced from strategically located warehouses throughout the country may well offer the first radical change in the merchandising of meats, which has hardly altered during the past 2,000 years. Certainly such a sys-



SPECIALISTS FROM WILSON

Among Wilson & Co. men present were C. Baker (left), foreman, tennis string department, and A. Wilson, manager, casing department.

tem would offer meat on a broader scale through more types of outlets. Meat would be easier to buy and, with corresponding refrigeration in the home, easier to keep. But I believe firmly that the acceptance of frozen meats depends upon the acceptance of the whole frozen food idea and that frozen meats are another item in the line of products which are being converted into preservation by quick freezing, and should be merchandised as such.

Fifty years ago, when western dressed meat was first introduced, it was roundly criticized. It was then often boycotted. However, western dressed meats soon became widely accepted. History may repeat itself with quick frozen meats.

CHAIRMAN CHRISTIAN: I am sure our members welcome the new thoughts brought out in Mr. William's talk. When the subject of frozen meats is discussed, the first question is: How will they be packed? and our next speaker will take as his subject, "Packaged Fresh Versus Frozen Meats." He is Lieutenant F. Martin Hilby, assistant liaison officer, Navy Market Office Headquarters, Chicago.

PAST EXPERIENCE AND FUTURE POSSIBILITIES

LT. MARTIN HILBY: I think we may have some fun this afternoon, Mr. Chairman. None of the speakers has stood too closely to his topic as the title is set up on the program, so my talk is really "Frozen Meats from the Consumer's Viewpoint."

This is quite a subject to cover completely in 10 minutes, so I have prepared and distributed some material which may aid in the discussion to follow these introductory talks.

Based upon observations as a student, as a member of the meat industry, and now as a buyer of perishable foods for the Navy, which as you all know uses large quantities of many frozen foods, it seems to me that consumer demand for frozen foods will undoubtedly continue to grow and the wide use of frozen consumer-size package foods will probably carry all highly perishable foods subject to freezing along with it to some extent. The degree to which meats, fruits, vegetables, fish or poultry will be marketed in frozen form, rather than in fresh or canned form, will depend, however, upon the advantages that the consumer finds in buying a particular food in that form.

In thinking about the coming effort



TWO BULWARKS OF AMI

Exchanging a few pleasantries are A. D. White (left), retired, formerly of Swift & Company, and Wesley Hardenbergh, president of the AMI.

to win consumer acceptance of quick frozen meats it will be well to look at the industry's past experience in this field as marketing of quick frozen meat in consumer size packages has been tried before. It failed for the following reasons:

1: Efforts which were largely experimental in nature were discontinued principally due to factors associated with the business depression. This is best shown when you study past sales and discover that a fairly large volume was developed in the 1929-1930 period, but by 1933 the quantity was very small.

2: It was not clearly demonstrated that quick frozen meat cuts represented a money saving to consumers. (It should be noted, however, that the cuts when they went through this experimental process were largely sold through established meat markets paying butchers to act as clerks.) Consumers tried to compare the per pound cost of the untrimmed fresh cuts; the concept of comparing just the cost of the edible portions was not adequately promoted by the packers. It was also true and to some extent it is still true today, that consumers were not aware of what constitutes quality in meat.

3: Distribution did not achieve a large enough scale to bring to bear all the claimed inherent savings needed to off-set the costs of quick-freezing wrapping, packaging and handling the meat under constant refrigeration, plus the high introductory costs which were incurred. It was realized that approximately 30 per cent of the weight and 60 per cent of the storage space could be saved by marketing cuts in this new form, but the packers did not get the cost of cutting and packaging down to a point where they could make a net profit from increased by-product realizations.

4: The trade and consumers did not know the proper procedures for handling, preparing and cooking quick-frozen meat cuts as compared to cold storage or fresh meat cuts.

5: Inadequate wrapping, handling and storage facilities existed in most packinghouses, carriers, branches, trucks, retail stores and homes. Retailers, for instance, kept the frozen cuts in regular fresh meat cases and few consumers had proper home holding units. Even the special handling equipment of those days, when available, was not adequate by present standards.

6: Retail meat cutters saw the threat and committed acts of passive or active boycott and sabotage. One particularly effective stunt was to thaw and slow-freeze the cuts before showing them to the consumer who asked to see the product.

7: Pre-cutting of fresh meats either in central cutting rooms for a group of stores or in a back room of individual large stores was introduced. This operation, with attractive packaging and the use of self-service units, realized most of the principal advantages of frozen cuts. This innovation was a change in retail store operations which permitted the skilled meat cutter, backed up by labor saving machines, to spend his time cutting meat and made it possible for less skilled and lower paid employees to perform the functions of a clerk. Savings were thus accomplished without it being necessary for the cutting to be done in the packing plant.

Hurdles of the Future

All right, so that is all in the past. That is what did happen, but it seems to me that this analysis of the past and a close look at current trends in retailing of meat indicate that those interested in developing the marketing of quick frozen meat and establishing brand names on these items should face and solve the following marketing hurdles.

- 1: Develop a package that will prevent surface discoloration but still allow the consumer to see what she is buying.
- 2: Package a constant quality under a given brand name.
- 3: Develop volume, but at the same



FOSTERING A GOOD IDEA

Among numerous John McCrell & Co. executives present were George M. Foster, (left), president, and T. Henry Foster, chairman of the board.

time restrict distribution to channels that have adequate handling, storage, and display facilities:

4: Teach the trade and housewives the proper methods of handling, displaying, and cooking of quick frozen meats.

5: Market through channels where the savings in retail costs, made possible by quick frozen packaged meats, are passed on to the consumer.

6: Teach consumers to compare the price per pound of the frozen trimmed product intelligently with the price per pound of the bone-in untrimmed fresh cut.

7: Reduce the costs of cutting, packaging, and handling under constant refrigeration down to a point where the quick frozen meat cut can compete successfully with pre-cut fresh meats merchandised on a self-service packaged basis.

From what I hear, the production and sales of quick frozen fruits, vegetables and fish have grown to sizeable quantities and people in these industries expect a big growth. If this is so, why won't quick frozen meats have the same successful experience?

I have given this question quite a bit of thought. In order to develop an answer it is necessary to turn to the material which you found on your chairs.

As you can see, I have listed the characteristics of perishable foods from the consumer viewpoint, such as condition, availability, price, appearance, taste, nutrition, and ease of preparation.

Analysis of Other Foods

My analysis of vegetables, which will go for fruits as well, would indicate that quick frozen fruits and vegetables will be successful in competing with canned fruits and vegetables because of the frozen product usually being superior in appearance and taste. It should also be noted that it is not possible successfully to can some fruits and vegetables.

It is not likely that quick-frozen fruit and vegetables will compete very successfully with the same item in its fresh form at the peak of its season. However, in this regard, it should be realized the seasons of most fruits and vegetables are short, the condition of the frozen product is usually superior to the condition of the fresh items that most people are able to buy, and it is easier for the housewife to prepare and cook such quick frozen items as peas, spinach, asparagus, and snap beans.

On the basis of this it is reasonable to expect a year-round constant demand by housewives for most frozen fruits and vegetables. It would also seem that the ease of preparation, the quality of the product, the superior appearance, and the distinctive taste of frozen fruits and vegetables, plus the flexibility which their use gives to restaurants will result in the development

of a large and constant market for frozen fruits and vegetables in the restaurant trade.

Fish is much the same story, only more so. Here we have a very perishable product produced in a limited area and available in fresh form for only a short period of the year.

Not only does frozen fish have these factors in its favor, but in some seasons of the year and in large regions of the country, the price of quick frozen fish compares favorably with fresh fish. Quick frozen fish in consumer-size packages will, undoubtedly, continue its growth and may well be the most successful of the frozen fresh foods.

Different Picture for Meat

When we analyze meat by these listed characteristics we find a different picture. There is no proof that freezing results in the consumer getting a better product, either insofar as condition or taste is concerned. Seasons, except for some grades of meat, are not as pronounced as in vegetables and especially not as pronounced as with fruits and fish. Most grades and cuts of meat are usually available in practically all sections of the country in good condition. It also has to be recognized that instead of it being easier to prepare and cook quick-frozen meats as compared to the product purchased in fresh or unfrozen form, it is actually more difficult and requires peculiar temperature controls.

In direct answer I would say that it is not sound to reason that just because quick-frozen fish, fruits, and vegetables are probably the coming thing that, therefore, quick frozen meats will also succeed to the same extent. Granted, general use of quick frozen foods will have its influence on meat buying. For a limited period of time there will undoubtedly be an interest in frozen meats on a novelty basis as well as in households of unlimited budgets and in those of peculiar needs. However, if a sound continuing demand



FROM MILES APART

Two packer executives from opposite sides of the continent get together at AMI board of directors meeting. They are Frederick A. Vogt (left), president, F. G. Vogt & Sons, Inc., Philadelphia, and Henry L. Coffin, president, Gibson Pkg. Co., Yakima, Wash.



DISCUSSING BUSINESS

(Upper): V. D. Levens, general manager, Levens Milling Co. Minneapolis, Minn., and J. E. Maroney, chief chemist, AMI Service Laboratory, took time to look toward the camera and then resumed their discussion. (Lower): The AMI's Cincinnati representative Lynn Harrell and J. D. Pollan, Dallas, Tex., discussed important parts of this year's meeting.

is to develop for quick frozen meat cuts, such a demand must be based solely on the merits of quick frozen meat versus the merits of fresh meat.

From what I have said, you may speculate on the future for quick frozen meats.

Much depends on how successfully the packers get over the marketing hurdles as listed in my introductory statements. On the bright side of the picture I can see a good demand in:

- 1: Households with peculiar needs and those with unlimited budgets.
- 2: Restaurants and sandwich shops, especially those with an unpredictable and fluctuating volume of business.
- 3: Households in remote areas and such needs as ships.
- 4: Fancy cuts for special occasions.
- 5: Variety meats.

It seems to me that this new packaged quick-frozen pre-cooked dinner holds a real promise. Before giving an unqualified answer to the question, I would certainly like to investigate this new innovation a bit more.

In any event insofar as quick frozen uncooked meat cuts are concerned, I am sure that the changes, when they do come, will be in the nature of an evolution and certainly not the revolution anticipated by some individuals.

CHAIRMAN CHRISTIAN: You notice we are not summarizing each talk. At the end of our gentlemen's speeches we will have a question period. I think, at this time, if you have any questions, and you write them on a slip of paper and pass them up here, we will try to

get to as many as possible. We already have quite a number that have been given to me by members of the Institute. We will go through those and any additional ones that you may think of.

After the subject of merchandising and packaging, the next question concerns the consumer. This subject will be covered by Neil Anderson of Wilson & Co., Inc., who will talk on "Problems of Consumer Acceptance."

PROBLEMS OF WINNING CONSUMER ACCEPTANCE

NEIL ANDERSON: It is perhaps unfortunate that we are talking about a subject in which there has been practically no commercial experience or collection of information from which

to give you direct facts and figures. From my point of view, however, it doesn't seem that this is a real detriment because, after all, this is a very new field. It is in the embryonic stage and will require a lot of planning and a lot of careful thought before many in the industry, or in the retailing business, will be interested



N. ANDERSON

in giving it definite backing. With that in mind, I make no apologies for a rather academic or abstract discussion of the points involved.

Lots of Self-Service

A recently reported survey made by National Association of Retail Grocers gives us some interesting figures. Among them is this—78 per cent of the retailers expect to be self-service stores as soon as material and equipment are available. I think we will all agree that a figure as high as this is particularly interesting. If these re-



MEN OF THE INSTITUTE

Pictured at board of directors meeting are (l. to r.) Homer Davison, vice president, AMI, and A. W. Gilliam of the AMI Washington bureau.



EASTERN SAUSAGE EXPERTS

Representing Deerfoot Farms Co. of South-borough, Mass., were Albert Lewis (left), executive vice president, and Frank P. Firer, general superintendent.

tailers include in any substantial part retailers of meat as well as grocers, it is quite obvious that there is going to be a tremendous swing towards self-service. Self-service of meats requires pre-packaging in either fresh or frozen form.

From the published reports of pre-packaging experiments, it appears that such packaging of fresh meats must be done in some room in the store and delivered to the self-service cases promptly. It cannot be done to any great extent apart from the store because of the rather short package life of fresh meats. On the other hand, frozen packaged meats can be packaged almost anywhere and when the proper facilities for transportation are available, which is now considered entirely possible and feasible, this product could be transported to almost any part of the country at any time.

The possibilities in the frozen package field have attracted popular fancy in recent years. Almost daily, the press has called to our attention some new venture in frozen food processing or merchandising. New items are constantly being brought out. One of the most novel ones is a concentrated coffee which seems to me to be a rather far stretch of the imagination on a frozen package item. However, it is being promoted and I make no comments directly on its applicability.

These advances have been made possible not only by the advances in refrigeration equipment and storage facilities, but also by the tremendous strides that have been made in recent years in both transparent and opaque packaging materials.

The packing industry has been slow to enter this field. Not a few in the industry have felt that frozen peas and strawberries may well form a permanent part in our economy, but steaks, roasts and chops must still be cut and sold by the retailer at time of sale. Though retailing is not a part of

the packing industry, it is important that we keep a watchful eye on all changes in retail practices.

We have long recognized that any retailing method or product to be successful must meet the approval of the housewives who purchase the meat and plan the meals for you and me. No matter how elaborate the plan or product, her stamp of approval is final. She has changed the pattern of merchandising bacon and lard, to mention only two meat items which are now sold almost entirely on a pre-packaged basis.

Packaged fresh meats have already passed the experimental stage. In those places where they have been supplied, the housewife has welcomed this method of merchandising and by her increased patronage has shown that she likes it.

Whether this is an indication of the reception that frozen packaged meats will receive is yet to be determined. It is not the purpose of this paper to attempt to forecast the success or failure of this form of merchandising. That would require far more time than is allotted, as well as more knowledge and experience than this speaker has. It is, however, worthy of consideration now, for whether we like it or not, packaged frozen meat is being sold today and more retailers are making plans to get first hand knowledge of its merits. Their optimism is more than "wishful thinking."

Domestic refrigerator manufacturers are building into their new models a substantial space for zero or near-zero storage for frozen foods. Many are also building separate low-temperature units for kitchen or basement—the so-called home locker. Scores of manufacturers who never built domestic refrigerators are also building these home storage cabinets in which to store and process foods. Commercial fixture firms are building cabinets and self-service display units for merchandising frozen foods. Frozen food stores are opening all over the country. While none of

(Continued on page 192.)



HELLO THERE! FRIEND

Greeting each other with smiles are H. L. Sparks (left), H. L. Sparks Co., National Stock Yards, Ill., and G. William Berrell, treasurer, Ch. Kunzler Co., Lancaster, Pa.

Abraham
Co.
Delius
Ike To

Agar Pac
Corp
John E
Charles
Corneli
Harry
C. P. M
S. E. F
Earl E
Henry
James
Richard

American
Prov
Fred C
Arnold
Newell
Jack T

American
Roger

Anglo A
Corpor
Alfred

Apache F
Alfonso

Armour s
Neal A
Hallard
Joseph
Richard
Max A
George
Robert
Joseph
John A
Donald
John A
Joseph
W. W.
Robert
Stanley
J. Bayt
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Meat Industry Men Who Have Given Their Lives in Our Country's Service.

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S. E. Pacholski
Earl E. Patton
Henry D. Redmond
James H. Scott
Richard Tobbe

American Packing & Provision Co.

Fred Gibson
Arnold Rose
Newell Snarr
Jack Toole

American Packing Co.

Roger F. Noyes

Anglo American Trading Corporation

Alfred H. Benjamin, Jr.

Apache Packing Co.

Alfonso Aguirre

Armour and Company

Neal Absher
Hallard Albertson
Joseph Allegra
Richard K. Allender
Max Allstot
George H. Anderson
Robert Anderson
Joseph L. Arrigotti
John Atkisson
Donald Aulenbach
John Austin
Joseph Babon
W. W. Bailey
Robert Bart
Stanley Bartman
J. Baytos
Walter Bazia
Henry F. Bean

James Belden
Reynold M. Bergman
William D. Bird, Jr.
Rova Bittick
Robert Boicourt
Gerald Bond
Bruno Botcher
Albert Braak
Charles H. Bradshaw
Robert J. Brand
Marvin Brantley
Phillip Brasseau
Dorsey C. Bridgewater
Bruce D. Brink
Joseph Brittnen
Stanley Brooks
Albert Brown
Archie Brown
Curtis Brown
J. N. Bunkley
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PRE-PACKAGED MEATS

(Continued from page 182.)

these require frozen packaged meats to be successful, their owners will demand to know why meats cannot take their place along with other staple frozen foods.

Until comparatively recent times, there seemed to be little need for promoting the sale of meat. Meat is a natural food that everyone enjoys. The only limitation on its sale was the purchasing power of the housewife. Competition from other foods for a larger proportion of the housewife's food dollar became more prominent in the decade

before the war and has gained substantially during rationing. Many have found that they could spend a smaller percentage of their food budget for meat and still satisfy at least their stomach, if not their palate.

People have not lost their appetite for meat, I am sure, but competition both within and without the food field for a larger share of consumer patronage has put meat increasingly on the defensive. In the food field, extensive and persistent advertising and point-of-sale promotions, modern packaging, inviting mass displays and self-service retailing have made "impulse buying" of other foods a more prominent part of the average housewife's shopping. To compete effectively in this new re-

tailing, pre-packaged meats have been given serious consideration by thoughtful retailers, for only by pre-packaging can meat be displayed and sold in self-service cases. Where this method of meat merchandising has been given thorough testing before rationing, it has shown that substantial and permanent gains have been made in volume of sales and equally significant economies in operating costs. There is also the intangible asset in customer satisfaction through the elimination of congestion and delays at the meat counter.

CHAIRMAN CHRISTIAN: The next subject, and an equally important one, is equipment. George W. Meek, president, Frozen Food Products, Inc., New York, will speak on the subject, "Equipment's Place in Frozen Meat Development."

SPECIFIC EQUIPMENT FOR MEAT IS LACKING

GEORGE W. MEEK: A few weeks ago, while on my last trip to Chicago, I heard a story about the frozen foods industry which has a particular bearing on the equipment which will be used for handling frozen meat.

The story goes, at the foot of a broad highway is a large, shiny new bus which has a colored sign on it reading, "The Frozen Foods Industry." The highway is marked with a sign pointing to "Profits Ahead." Perched on a fence and looking rather wistfully at the shiny new bus are several men. One represents the frozen fruit and vegetable packer. Another represents the manufacturer of home storage and household refrigerators. Still others represent the meat packer, the equipment manufacturer, the labor unions and the retailer.

With one accord, each man says, together, "If just one of you guys will get down and crank that new bug, why I'll get on and take a ride."

Lack Price Ceilings

Recently when I told this story to a group of men who for some time had been trying to carry on experimental frozen meat marketing operations, one of them remarked, "Well, blank, blank, as far as the pre-packaged frozen meat picture is concerned, OPA and labor have run off and buried the God darned crank."

He was undoubtedly referring to the fact that the OPA regulations neither allow nor prohibit any experimental work on frozen foods.

Please understand me, I have not told

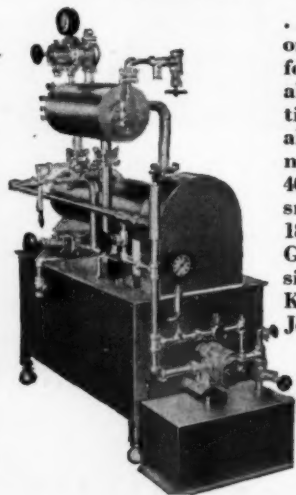


G. W. MEEK



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this story or passed on the remarks about the position of labor and OPA from the standpoint of being critical. I have told it for the very definite purpose of letting you understand the realistic attitude of most equipment manufacturers. They all want to ride down the new frozen food highway to profits, but can you realistically expect the equipment manufacturer to climb down off the fence to crank the bus, that is, to spend thousands of dollars on research, and development, and engineering, and the eventual tooling up that will be required to turn out a well conceived and low price line of equipment?

Of course you can't. If we pulled many such stunts we wouldn't be in business for very long.

Gentlemen, that is just where the equipment phase of the frozen meat business stands right now. Technically speaking, at least, there just isn't any. To the best of my knowledge, there isn't a single manufacturer who has gone out of his way to develop any startling new equipment to be used in the retailing of frozen meats.

True, as Mr. Williams has said, there are at least six or eight new retail frozen foods cabinets which are to be placed on the market by as many manufacturers. But little direct attention was given to the design of these cabinets in the sale of frozen foods, the emphasis being on the sale of pre-packaged fruits and vegetables, fish and cooked foods.

Adaptations of Other Cases

Even in the case of the equipment which will be offered producers merchandising fresh packaged meat, the manufacturers have done little pioneering. They have in most cases made minor adaptations of their fresh fruit and vegetable display cases.

You may wonder why a frozen food display case has to be any different to handle frozen meats properly. To give just one example, take the matter of lighting. I recently saw a new design of a frozen food case in which the quality of the light which shown on a cellophane-wrapped piece of meat gave the most sickly color to the neatly packaged and frozen pork chops that you could imagine. Yet, take that package and hold it under another type of light or even daylight, and the pork chop looked as luscious as ever.

To give you another example, one of the best cabinets that will probably be put on the market in the very near future is divided up into a series of neat little compartments, each the same size, about four and a half by five and a half, with tiers of springs and weights so that all the packages of frozen foods will be raised up to the top level and at all times you look in the case you will be able to see the packages right in front of you.

But with five or ten thousand of those cases out in the next year or so, I don't see them as being suitable for frozen meats. So far in my contacts with most of you men, I haven't found anyone who



LOOKING AHEAD!

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standardized on even half a dozen sizes of cartons to be used in packaging frozen meats, whereas a food case calls for just one size.

Thus, since my assignment for this discussion specified equipment in the frozen meat industry, and there isn't any to all practical purposes, I may be a bit on the academic side. But I will gladly report on what I see ahead in the way of equipment as to retail cabinets. Like Mr. Anderson, I am ready to go way out on a limb.

Packaged fresh meats, and in the years to come—to a lesser degree—pre-packaged frozen meats, will be sold largely from self-service types of cabinets. Retailers, who during the coming

months will start selling packaged fresh meats, will have to use their present conventional single duty and double duty display cases with the current method of removing the meat from the rear of the cabinet, passing the meat over the top of the counter to the customer.

But as soon as the idea is completely proved and self-service cabinets are available, I feel sure that such cabinets will predominate. Incidentally, when I say "self-service," I am not referring to anything that smacks of the cigarette vending machine type of cabinet, either for packaged fresh meats or packaged frozen meats, for the several thousands of dollars which the speaker's company

has spent playing around with that one convince us it is going to be a long time before anyone steps up and pulls a lever expecting a little package of pork chops to drop out. Merchandising-wise, the idea is just too cold, and I don't mean a pun by that, either.

Will Want to See Meat

For a long time, habits being what they are, the housewife who goes to market will want to see the meat she buys, even though I think most of us realize that there isn't one woman in ten who can tell how good a piece of meat is just by looking at it.

So much for retail cabinets. Now for a quick glance at the new wrinkle in frozen meat merchandising. Actually, I shouldn't touch on this subject, except that there has been proposed a research device in the merchandising of frozen meats.

As most of you gentlemen undoubtedly know, particularly those of you who live in Chicago and are familiar with some of the experiments that have been taking place up north, it is proposed that the one approach in the retailing of frozen meats is not to do any fabricating of packaged meats but to have the retailer install a very attractive room in his meat department. This room will be divided into two parts, one held at about 55 to 60 degrees and occupied by men who will cut, weigh, package and freeze the meat right on the spot; the other held at about 38 to 40 degrees and equipped with rows of wood or plastic racks on which meat is allowed to undergo its final aging under controlled temperature. Most rooms are exposed to the customer by means of glass patterns so that the complete operation is visible.

Merchandising Advantages

It is claimed that the expenditure of this money by the retailer of frozen meats will add a lot of glamor to his transactions, that it will provide tangible means of proving to the customer that she is getting a plus value when she buys meats in a store using such equipment. Also, it is claimed that it provides for more uniform production of all the meat sold throughout the week, with a resulting increase in labor productivity.

I think we all realize that only after a year or two of actual operations will any of us be able to evaluate properly this approach. Incidentally, several installations of this equipment are currently on deck, and a year from today it will be possible to give at least a preliminary report on the results.

I believe that anyone who has followed the speaker's remarks up to this time may have the idea that he is not much sold on the immediate sales of frozen meats in the retail stores. Such an impression is correct. It was fairly well proven many years ago that meat couldn't be packaged frozen, shipped to the retailer, unfrozen and resold over the next several days as pre-packaged fresh meat.



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By the same token, unless frozen meat is cheaper, or is proved to have some marvelous qualities not present in fresh—and to my knowledge neither of these has been demonstrated—I believe there is little reason to think that the customer will buy packaged frozen meat in preference to packaged fresh meat, unless that customer has facilities at home for storing frozen meat. I repeat—unless the customer has facilities at home for storing frozen meats.

While it is not possible in the time allotted me to go into the subject of the equipment required to transport frozen meat to the retailer or to the home, or caring for frozen meats in the home, I want to close with the observation that the past two years seem to indicate that for several years the future of frozen meats is largely dependent on the rate at which homes are equipped with home freezers and with household refrigerators.

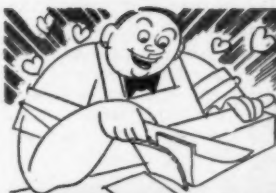


HUSBANDS AND WIVES

TOP: Mr. and Mrs. Harry Altman give the Provisioner photographer their attention. Harry, known to many of his friends as "Carload", is with the Spicene Co. of America, Flushing, N. Y.

CENTER: Mr. and Mrs. W. G. Yeager look over the convention. It was Mrs. Yeager's first AMI convention, and she reported it an enjoyable experience. Mr. Yeager is president of the Con Yeager Co., Pittsburgh, Pa.

BOTTOM: Mr. and Mrs. Robert Skadow wear happy smiles. Mr. Skadow is purchasing agent for Oscar Mayer & Co., Chicago.



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tors having at least two cubic feet of zero degree space.

Since it is likely that the first people who will acquire such facilities in the home will be in the middle to upper income brackets, one other clue to frozen meat merchandising may be presented: families of the type mentioned want and are willing to pay for service. But companies operating in Chicago and New York and other cities, servicing such families, will start to specialize in the home delivery of a complete line of frozen foods, and this will tend to minimize still further the amount of frozen meats which may be sold initially over the counters of the regular retail

stores. I stress the word "retail," the regular retail stores.

Hence, in conclusion, as far as frozen meats contribute to the picture, there are many reasons why the equipment manufacturers would be loathe to climb off the fence and start single-handedly their shiny new bus labeled "Frozen Foods Industry."

Second, for some time to come very little will be offered in the way of special equipment for retailing frozen meats and frozen meats will have to take potluck. That is, they will have to share space in cabinets designed for frozen fruits, vegetables, fish and cooked foods.

Third, frozen meats will find increasing acceptance in the nature of the installation of the low-temperature facilities in homes.

Fourth, and last, just in case you may have taken me too seriously on this equipment shortage, don't worry too much about the aforementioned lack of equipment. The history of America's enterprising manufacturers leads us to believe that the design and manufacture of equipment to handle frozen meats will keep pace with any possible rate of demand that will develop for such equipment.

QUESTIONS AND ANSWERS

CHAIRMAN CHRISTIAN: Thank you, Mr. Meek. Although our time is up, I think the questions that we have will be very interesting to the members. I would like to go on with just a few questions. I have about half a dozen. I think the questions are more specific than the talks we have had.

The first question I have is addressed to Mr. Williams from one of the members. He says, "I understand that the official OPA retail markup for fresh meats ranges from 25 to 27 per cent. In view of this I would appreciate Mr. Williams explaining the source of his information regarding a 30 to 40 per cent markup at the retail level."

MR. WILLIAMS: I meant to say the markup in normal times is 30 to 40 per cent on fresh beef.

CHAIRMAN CHRISTIAN: I would like to have each of the speakers comment specifically on the future of quick frozen packaged meat cuts. In doing so, I would like to know how soon each thinks pre-packaged cuts will become important and a rough estimate as to the proportions that frozen cuts will assume of the total meat supply. In other words, how much and how soon, in your judgment. I'll start with Mr. Williams.

MR. WILLIAMS: That's a tough question. Of course we answered a lot of that in the talks, I think. The first one is on how soon they will become popular? I think that the progress of frozen foods will be gauged by the progress of the whole frozen foods industry. I don't think that meats can be advanced any faster than frozen foods themselves, or than the placing of zero temperature equipment in the retail store and home and institution. As soon as they are placed, and with the meat packers' cooperation, I think they will go on—and with the consumers' acceptance.

CHAIRMAN CHRISTMAN: How soon would you estimate that frozen foods will be here to stay?

MR. WILLIAMS: You mean 'until they are accepted universally? Five to ten years, I would think. People will always eat fresh meat.

CHAIRMAN CHRISTIAN: Lieutenant Hilby?

LT. HILBY: There is no basis for



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answering that question directly, and it all depends on how successfully the packers solve the marketing problems listed in my introductory talk. On the bright side, however, I can see some definite demand classification. Now, first, these households with the peculiar needs and unlimited budgets—somebody is going to sell them some frozen meat. Restaurants and sandwich shops, especially those with very unpredictable and very fluctuating business—somebody is going to sell them frozen meat. Households in remote areas and ships will want them. Fancy cuts may sell for special occasions particularly in rural sections and areas where there may not be a supply of graded meat. I think it should be asked, who is going to freeze a ham or bacon? You have to break it right down, what is the object of freezing? What does it help? Variety meats are an outstanding example of a suitable product, however. I think if they lick this equipment problem variety meats are a natural. The rest of it I don't know.

CHAIRMAN CHRISTIAN: Well, thank you. Mr. Anderson?

MR. ANDERSON: It is rather hard to make a prediction when at the present time there isn't a single organization which is offering frozen packaged meats. How soon any concern will go into the operation is something that even the concerns themselves don't know today. I wouldn't even hazard a guess as to how soon it will be available or in what proportion until somebody gets in and gets their feet wet.

CHAIRMAN CHRISTIAN: Mr. Meek?

MR. MEEK: I have already indicated that I think that over the next couple of years the sale of frozen packaged meats is going to be largely to the middle and upper income groups, people who can pay for service and who will buy much of this frozen meat delivered directly to their homes and can afford low temperature facilities. I see that being predominant in the situation for at least the next two or three years, and beyond that everything depends on what happens in this next two or three-year period.

CHAIRMAN CHRISTIAN: Well, I think that gives us an idea of what these gentlemen think. I have one other question I would like to ask of Mr. Anderson. What do you think is different today in respect to frozen meats as compared to the 1929-1933 dry-wet packers? What is different in the situation?

MR. ANDERSON: There are several differences. I am not sure whether it is three or four that I have in mind. It may be grouped a little differently by some than others. First of all, I would say that the present day attitude toward frozen meats or frozen foods of any kind is distinctly above what it was in that period. Some of the pioneer work done by Birds-eye and others has been of immeasurable value in producing that change.

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provements in the mechanics of refrigeration. Another item that is probably more important is the improvement, as I mentioned in the talk, of packaging materials and films—cellophane, metal foils, rubber or latex products as well as waxes and other means of protecting products against deterioration through dehydration. Finally, the equipment manufacturing industry has done a lot of work on development of retail cabinets to carry low temperatures. I don't believe there are any more worth mentioning except in the ice cream business in the former period.

CHAIRMAN CHRISTIAN: That is fine. Thank you. I want to ask one more question, Mr. Anderson. Is any consid-

eration being given to quick freezing smoked items such as hams and bacon?

MR. ANDERSON: Somebody had some fertile imagination in asking some of these questions, or at least a very pointed one. I am not prepared to say. I do know that there have been some experiments, principally confined to agriculture experiment stations and the like, on the freezing of cured products. The reports generally indicate that cured products do not store well over a period of time. Apparently the salt in the curing agent affects the oxidation, or increases the oxidation of the fats, and in some cases changes the flavor of the meat products themselves. I have seen other tests, however, which indi-

cate that there are ways through which this can be overcome, and cured products, particularly smoked meats, hams, and bacon, can be successfully packaged. Apparently, however, from what I have read and seen, the life of cured products in frozen storage is much shorter than that of fresh.

CHAIRMAN CHRISTIAN: Thank you. The question for Lt. Hilby is: If quick frozen meats do not have more than moderate growth and pre-cut fresh meats develop rapidly, what might the packer have in this pre-cut fresh meat deal? Now, there is a poser for you.

LT. HILBY: Well, the packer could supply, apparently, bone cuts to these cutting rooms and move some of the fabrication back toward the packing plant. This would get it back where it could be done on machines and done cheaper. You could pre-cut at the branches and set up a delivery system to small stores. For instance, a packer could set up a pre-cutting room which would serve the same function as a pre-cutting room for a large store or a number of small stores that are affiliated—on a cooperative basis, or something like that. Then I think packers could build a supplementary line of fancy cuts, variety meats, stews and such items in quick frozen form to back up this quick cutting at the branch level. That is where I would say the packer can deal.

CHAIRMAN CHRISTIAN: Thank you. I have one more question for Mr. Meek. What place will cold storage lockers play in the development of pre-packaged frozen meat cuts?

MR. MECK: I think it is a little hard to prognosticate on that one, but I think it is a thing that can't be overlooked. The locker plants, as we know, have had a surprising growth in the last five years. At the present time, the number is between 5,000 and 6,000, and closer to 6,000, I believe. The average size of those plants is between 300 and 350 lockers per plant and I have been told that the amount of meat that flows through each locker on the average is between 300 and 400 lbs. Multiply those figures and I think it comes out something around 800,000,000 to 900,000,000 lbs. of frozen meat that went through locker plants last year. If we assume that the fresh meat, which went through retail markets last year was around 15,000,000,000 or 16,000,000,000 lbs., that means that the meat which went through the frozen food locker plants last year was in the neighborhood of five per cent of the total meat that went out, so to speak, at retail. Predictions have been made as to the rate of growth in the locker plant industry. Some have said that the present number of plants will double within the next two years. On the other hand I would hesitate to predict that that 5 per cent I just mentioned would go to ten per cent in two years. I think there are many things present in that 5 per cent, or in the whole locker industry during the last couple of years, which will be changed as a result of



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getting back to the peace-time situation. However, we do have another tip-off in that direction, that some of the locker operators have paved the way to becoming frozen food distributors after the war, distributors, that is, of frozen food items to the retailers. Just this last week I was taken behind the scenes of one company. It turned out that more than a year ago they started laying out locker plants in strategic locations so that possibly two years from now, when the locker rental angle begins to fall off they will have their cold storage facilities. They will have the meat processing facilities to do a distributing job, a processing and

distributing job, on frozen meats.

MR. ANDERSON: Isn't it true, George, that about three-fourths of the lockers are in rural areas where there probably never would be any large volume of frozen products to be distributed?

MR. MEEK: Some of the plans that have been undertaken with respect to these locker plants are aimed directly at future distribution in metropolitan areas. I think Neil makes an important point though. It ties in with Elmo Roper's speech here last night about producing a better diet. I think it is a thing that we all ought to take great

heart in, that the rural families are going to be able to have more nutritious meals, much greater variety and be able to get away from the great dependence on cured meat that they have had in the past.

CHAIRMAN CHRISTIAN: Well, I have one more question here for Mr. Anderson. You will like this one, Neil. Have experiments developed any loss in flavor in quick freezing of meats as compared to fresh?

MR. ANDERSON: You can pick plenty of them and you don't pick them out of the air. The experiments that I call to mind right now that have been reported, or are available in any form, would indicate that the maintenance of flavor and quality in a frozen meat are directly dependent upon the packaging material used and the protection that packaging material gives. It seems quite probable that the method of freezing is not as important as it once was thought to be, but that the material which protects the meat from dehydration, and possibly from other losses about which we know very little now, is more important, and so the question there is largely one of the material that is used to package the product. The type of freezing is secondary and the material is of primary importance.

CHAIRMAN CHRISTIAN: Well, that finishes our question box, so I would like to thank Messrs. Williams, Anderson, Meek and Lt. Hilby for their splendid cooperation in making this meeting successful. The meeting is yours.

Chairman Newcomb resumed the chair.

BUSINESS SESSION

CHAIRMAN NEWCOMB: Gentlemen, we have a short business session for reports. We would like as many to remain as are able. Gentlemen, a quorum being present, the meeting is open for business. The chair will entertain a motion that we dispense with the reading of the minutes of the last meeting. May I have a motion on that?

The motion was made, seconded, and carried.

The first order of business is a report by the treasurer, Mr. H. Harold Meyer, secretary-treasurer of the Institute.

Mr. Meyer read his report, which was accepted and ordered to be filed.

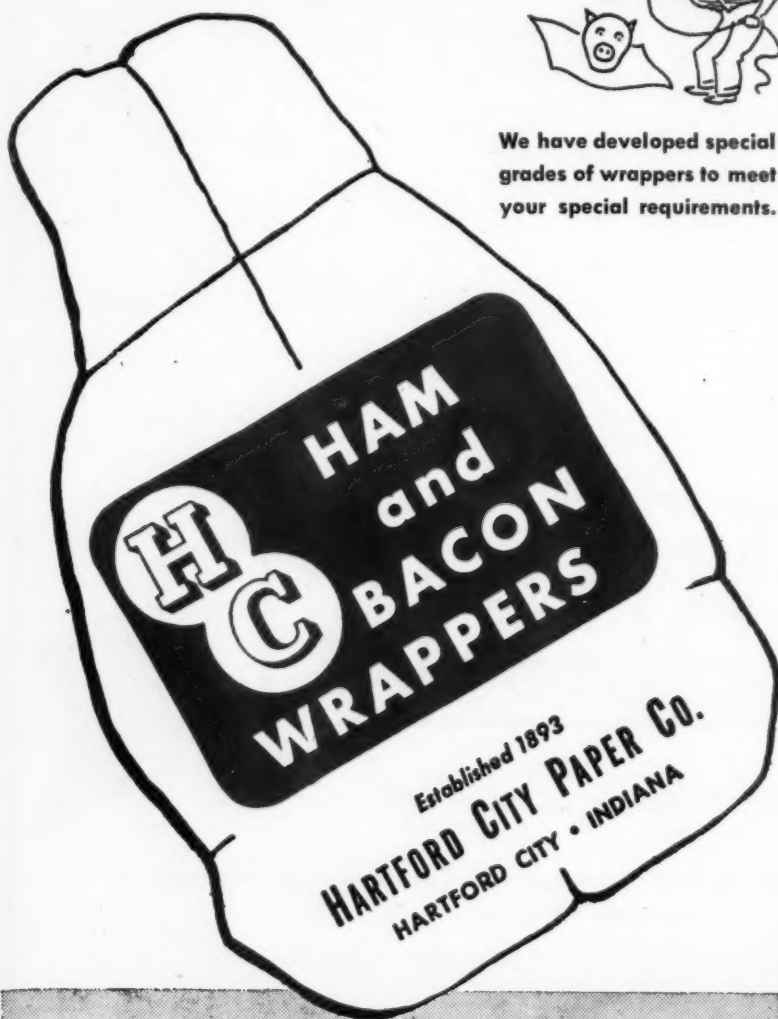
CHAIRMAN NEWCOMB: We would now like to have a report of the nominating committee, of which Henry L. Coffin of Yakima, Wash., is chairman.

Mr. Coffin read his report, the motion

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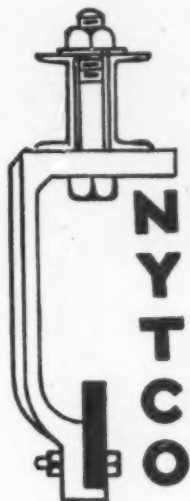
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Coffin of Yakima, Wash., is chairman.

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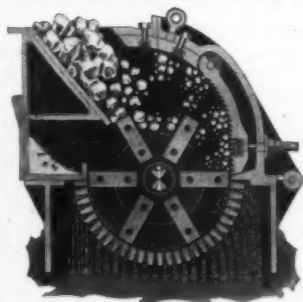
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was made and seconded that nominations be closed and the secretary instructed to cast a unanimous ballot for the slate as presented. The motion was carried.

New Officers of Institute

James H. McCall, vice president of J. H. Allison & Co., meat packers, Chattanooga, Tenn., was elected chairman of the board, American Meat Institute. McCall succeeds T. Henry Foster, chairman of the board of John Morrell & Co., Ottumwa, Iowa. Wesley Hardenbergh, Chicago, was again chosen president of the Institute. Six vice chairmen were elected. The vice chairmen are: E. A. Cudahy, Cudahy Packing Co., Chicago; Jay C. Hormel, Geo. A. Hormel & Co., Austin, Minn.; Chester G. Newcomb, Cleveland Provision Co., Cleveland; W. F. Schludenberg, The Wm. Schludenberg-T. J. Kurdle Co., Baltimore; Samuel Slotkin, Hygrade Food Products Corp., New York City, and Frederick A. Vogt, F. G. Vogt & Sons, Inc., Philadelphia.

H. Harold Meyer of the H. H. Meyer Packing Co., Cincinnati, was elected secretary and treasurer.

Fourteen meat packers were elected to the Board of Directors to terms expiring in 1948. These were: G. A. Billings, Cudahy Bros. Co., Cudahy, Wis.; Earl M. Gibbs, Earl C. Gibbs, Inc., and Chester G. Newcomb, Cleveland Provision Co., both of Cleveland; A. W. Brickman, Illinois Meat Co., and John

MR. AND MRS., IF YOU PLEASE

TOP ROW: (Left): Willibald Schaefer, president, Willibald Schaefer Company, St. Louis, Mo., proudly presenting Mrs. Schaefer. (Right): Harry Osman of the AMI and the charming Mrs. Osman.

SECOND ROW: (Left): Margaret Nicola, accompanied Mrs. John Delfrate and Mr. Delfrate, owner, Delfrate Packing Co., Sloven, Pa., to this year's meeting. (Right): William Keller and his wife had just arrived when the cameraman took their picture. He is connected with the Purity Sausage Co., Inglewood, Calif.

THIRD ROW: (Left): Another couple present were the H. Shwiff's. He is vice president of High Grade Packing Co., Inc., Galveston, Tex. (Center): Mr. and Mrs. Sami S. Svendsen, Chicago casing and animal gland broker who was on furlough during the convention. His wife is handling his business while he is in the Army. (Right): Mr. and Mrs. F. E. Wernke. He is president of the Louisville Provision Co., Louisville, Ky.

BOTTOM ROW: (Left): Gus Juengling, jr., of Gus Juengling & Son, with Mrs. Juengling. He is better known as the Chinese butcher from Cincinnati. With them are Oscar Schmidt, jr., Cincinnati Butchers' Supply Co., Cincinnati. (Right): Henry D. Tefft, director of the department of packinghouse practice of the American Meat Institute, greeting A. F. Faris, general manager, Davis Packing Co., Boise, Idaho, and Mrs. Faris.

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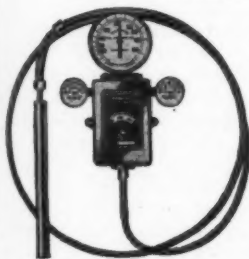
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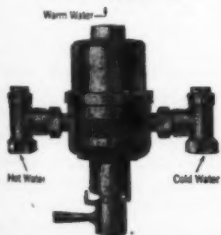
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G. W. Birrell, Ch. Kunzler Company, Lancaster, Pa.; G. M. Foster, John

Morrell & Co., Ottumwa, Iowa, and Frank A. Hunter, jr., Hunter Packing Co., East St. Louis, Ill., were elected to fill the three vacancies in the Board of Directors. Their term will expire in 1946.

The membership of the Institute's executive committee for the following year consists of E. A. Cudahy, George A. Eastwood, John Holmes, Oscar G. Mayer and Thomas E. Wilson, all of Chicago; G. M. Foster, Ottumwa; E. D. Henneberry, Pittsburg; J. F. Krey, St. Louis; Harley D. Peet, Chesaning, Mich.; John W. Rath, Waterloo, Iowa; George A. Schmidt and Samuel Slotkin, New York city; W. R. Sinclair, Indian-

apolis; J. H. McCall, Chattanooga, Tenn., and Wesley Hardenbergh, Chicago.

CHAIRMAN NEWCOMB: Is Mr. McCall present?

J. H. McCALL: This is unscheduled, and it wasn't anticipated. I do want to assure the membership that I appreciate greatly the confidence that has been evinced in me. I feel undeserving of this honor, but will attempt to carry on with the advice and support of the Board, officers and the members, and with the able assistance of our staff. Thank you, Mr. Chairman.

CHAIRMAN NEWCOMB: Thank you. Is there any other business to come before the meeting? If not, a motion to adjourn will be in order.

Upon motion duly made, seconded, put to a vote and carried, the meeting was adjourned.

CONVENTION FLASHES

C. M. Van Paris, president, Harry Shulman, secretary and mechanical superintendent, Walter J. Graham, vice president and treasurer and R. S. Cole, sales manager, are the quartette of executives that keep Hammond-Standish & Co. in the front rank at Detroit and were on hand, proud of the tradition of their fine concern, to renew their acquaintance with their many friends in the industry.

Clyde Tompkins, advertising manager, and Park A. Bryan of the Reynolds Electric Co. were busy visitors. Mr. Bryan was released from the Army Air Forces about September 1 and joined the Reynolds firm October 1. Prior to entering the armed services he spent considerable time in both China and Australia. His children were born in China and educated in Australia. He has been separated from his family for four years and now that he is permanently located in Chicago, the problem of housing, so that the family can be together, is a serious one.

Lou Menges of the Tenderay Division of Westinghouse, and his wife, flew in from St. Louis very early Sunday morning. He was in the company of several packers from the Southwest.

Sam Bloom, refrigerating and air conditioning specialist, has finished his service to the government and is entering private business again to concentrate on shrinkage reduction and applied refrigeration problems in the meat packing field. Renewing his many acquaintances in the packing field was an interesting job for him during the get-together.

A. F. Faris, general manager of the Davis Packing Co., Boise, Idaho, was looking very hale, hearty and pleasant. Mrs. Faris accompanied him.

Al Runkel of Spencer Kellogg & Sons Co., soya flour manufacturers, represented his company single-handed this year. Not such a difficult job for Al, as he spends much of his time among the meat packers and sausage manufacturers throughout the year.

AT YOUR SERVICE

*today —
as always!*

SERVICE is a much used word, but to us here at J. S. Hoffman Co. it is a word full of meaning.

It is through service that we have grown — a service which includes a sound knowledge of our customers' needs, the facilities to meet those needs, and the desire and ability to maintain quality at all times. Today, more than ever, we consider it our responsibility to render that kind of service.

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CANNED MEATS • CHEESE • SAUSAGE
CHICAGO NEW YORK



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CORPORATION

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Pesco Pete can supply the perfect tools for the heavy cutting and heavy grinding of the meat packing industry. He is ready to supply you with the following efficient services, for a small monthly charge:

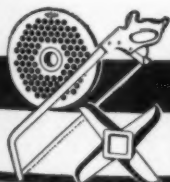
PESCO SAW SERVICE Large hand saw frames, beef splitter frames, pig nose and scribe frames, designed for heavy duty. Sharp filed blades, individually wrapped and inspected perfect—ready for quick blade changes.

PESCO BAND SAW BLADE SERVICE Machine-filed, inspected band saw blades to fit more than 40 types of meat and bone cutting machines. Pesco Pete will keep them repaired and supplied.

LARGE CHOPPER PLATE AND KNIFE SERVICE Made in sizes to suit your needs and ready for long and faithful service.



Pesco Pete will be pleased to give you complete details, or you may write direct.



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THE PRESERVATIVE MANUFACTURING CO., BROOKLYN, N. Y.

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PRESCO PRODUCTS

FOR THE SCIENTIFIC PROCESSING OF MEAT AND MEAT PRODUCTS

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The

In Friendliness and Helpfulness_____

OH he's a jolly good fellow. . . ." Good fellowship—good talking, good entertainment and plenty of refreshments—reigned in the many hospitality rooms, where suppliers and manufacturers of packinghouse equipment, brokers and other groups associated with the packing industry, took full advantage of the opportunity afforded by the convention to see old friends and to make new ones. Although there was no exhibit hall this year, a number of firms displayed equipment and supplies in their suites and all the manufacturers were eager to establish contact with old friends and prospective customers.

The hospitality headquarters, set up each year in the convention hotel and nearby hotels, have come to be one of the most popular features of the AMI convention and serve an important purpose, for manufacturer and packer alike.

While the Provisioner has tried to see that all industry and supply organizations represented at the meeting are covered in this issue, it hopes that any omission it may have made will be accepted in good sportsmanship, with an understanding of the difficulties involved in covering such activities in a short two days.

ADA FOOD PRODUCTS, LTD.—The executive heads of the concern, L. W. Pfaelzer, C. A. Raynor, George Fisher and B. A. Geier, were assisted by others in the organization in meeting their many friends in the industry. The com-

WAITING TO GREET FRIENDS

The John E. Smith's Sons Co., Buffalo, N. Y., headquarters had a magnetic attraction for packer guests. On hand to greet them were (l. to r.) seated: W. F. Mueller; R. C. Smith, president, and Walter Richter, vice president. Standing: J. Sabeau, and Herb Hunn, chief engineer. The Buffalo firm has pioneered many developments in the field of sausage manufacturing.



pany's headquarters provided many opportunities for relaxation and refreshment, and a good attendance was evident at all times.

ADVANCED ENGINEERING CORPORATION—The packers and sausage manufacturers found the headquarters of this firm offering the usual friendly welcome. W. A. ("Bill") Gebhardt, president, was on hand with helpful suggestions. Because of his years of background and experience in the meat packing field, Mr. Gebhardt has made many valuable contributions in refrigeration and air conditioning for meat plants. Everybody felt that discussion with him helped make this year's meeting one of

the best AMI conventions they have ever attended.

AFRAL CORPORATION—William E. Oliver, general manager, was assisted in meeting and entertaining guests by Paul A. Schuster and V. J. Roehm. Mrs. Oliver acted as official hostess for the feminine visitors. Packers and sausage manufacturers found their visit with the Afral men worthwhile. Answers to their problems were given in the usual friendly manner.

THE ALLBRIGHT-NELL CO.—Meat minded men found ANCO headquarters a convenient and suitable spot to discuss operating and production problems and learn more about some of the latest developments in packinghouse, sausage making and rendering machinery and equipment. Refreshments and a bite "fit for a king" were served to the guests. Personnel of the company welcoming the visitors included N. J. Allbright, J. G. Allbright, A. O. (Doc) Lundell, W. D. Broughton, Harold Scherer, E. E. Bright, K. D. Kubaugh, B. S. Harrington, J. L. Luckadoo, John Keth, L. E. Lambert, James Shaffer, F. E. Oldenburg and H. K. Lindstrom.

AMERICAN CAN CO.—Canco headquarters at the Stevens had a large staff on hand to entertain visitors and help guests with their canning problems. Research and merchandising men and, last but not least, sales representatives, provided well-rounded representation for the company. Included were H. A. Pinney, sales manager; M. P. Cortilet, assistant manager of sales; W. C. McCreary, sales promotion manager; H. M. Nicholls, manager, sales engineering department; W. C. Schultz, district sales manager; J. M. Jackson, research division; J. M. Nicholl, sales engineer; E. E. Finnegan, sales; L. B. Drake, sales; E. G. Weimer, and W. J. Mullahey, retired sales manager. A constant flow of visitors kept this group busy all through the meeting.

V. D. ANDERSON CO.—The manufacturer of the famous Expeller for re-



THIS NINE MADE A HIT AT THE CONVENTION

Prepared to dispense hospitality and information concerning the multitude of products for the meat packing industry made by the Allbright-Nell Co. were these nine representatives (l. to r.) seated: N. J. Allbright, A. O. Lundell and J. G. Allbright. Standing: W. D. Broughton, J. L. Luckadoo, John Keth, E. E. Bright, L. E. Lambert and Harold A. Scherer, advertising manager.

moving grease from cracklings was represented by a group of company officials and sales engineers. Questions on crackling production were answered by C. W. Zies, general manager; B. J. Veltman, Expeller sales manager, and J. C. Lundmark, W. H. McCormack and J. E. Castino, sales engineers.

ANEMOSTAT CORPORATION OF AMERICA—V. Floyd Self, sales promotion manager, headed the receiving line at the firm's rooms at the Stevens. On display were Anemostats, one with a new baked enamel corrosion-proof finish, and one with a corrosion-resistant finish of paint over a hot dip galvanized coating. The appearance and practicability of these samples met with ap-

proval. Assisting Mr. Self were H. Himelblau, A. Byfield and M. P. Burt, former packer superintendent.

AROMIX CORP.—Visitors to this suite found a congenial host in Adolph Zavodsky, president of Aromix. A display of the general line of seasonings, binders, fat emulsifiers and other sausage ingredients manufactured by the company were attractively shown, and refreshments were served. Mr. Zavodsky was assisted by sales manager S. Ray White, Frank Daniele, assistant chemist, and Guy Ream and H. D. Laughlin, of the sales staff.

ASMUS BROTHERS—M. L. and L. J. Asmus, sons of the founder of this well-known spice and seasoning concern,

together with H. J. Elliott of their sales staff, found genuine pleasure in welcoming their numerous friends in the trade to their headquarters. Sausage and meat loaf production hit an all-time high in 1944 and men who spend their entire time with producers of these products, as the Asmus men are doing, are well qualified to advise industry members on future production and marketing problems.

THE AULA CO., INC.—The Aula hospitality headquarters was one of the popular spots at this year's convention. The many friends of the company and host of visitors received the latest information on curing and seasoning developments from the firm's able president, Henry Deutinger.

BASIC FOOD MATERIALS, INC.—During the past year several unusual developments for better processing of meat products have been introduced by this concern, and company president Ray F. Beerend took particular delight in demonstrating the advantage of his new chrome plated smokesticks, bacon hangers and retaining pans for use with Bake-Rite meat loaf pans. Also producers of a complete line of seasonings and specialties, the concern showed samples of these products and dispensed hospitality in an expert manner. Assisting Mr. Beerend were George C. McLean and James B. Henderson.

BASIC VEGETABLE PRODUCTS CO.—Featured at Basic Vegetable headquarters in the Stevens were the onion and garlic powder and onion and garlic flakes produced by the concern. Present to dispense hospitality and explain the merits of their company's products were E. C. Hoxie, in charge of the mid-west territory; his assistant, James Benzie, and New York representative, Bob Paxton. Now that government releases are

place your order now . . .

for delivery as soon as possible



• It may be a while before our production schedule for U. S. Heavy Duty Bacon Slicers picks up enough to provide new machines for all who want them. But here's a friendly tip. The sooner you order one of these *quality* slicers . . . the better your chances for early delivery.



Quality Food Machines

U. S. SLICING MACHINE COMPANY
LA PORTE, INDIANA

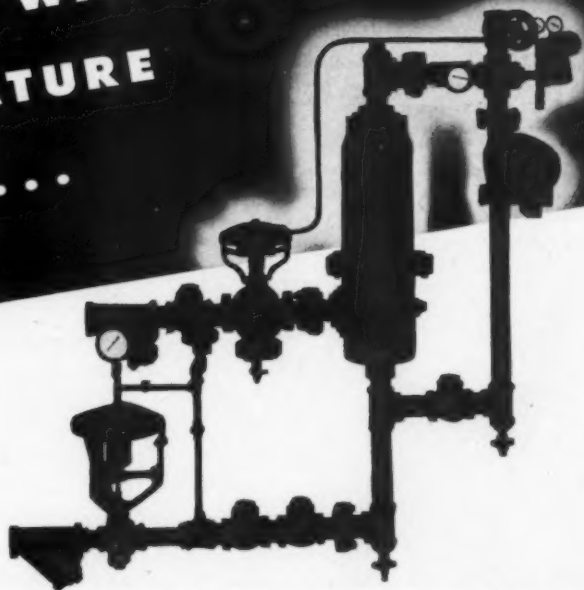


CAUGHT GOING UP!

Overtaken by the Provisioner photographer as he awaited an elevator was C. D. Mullinix, Mullinix Package Division, Western Waxed Paper Co., Los Angeles, Calif.

SOME LIKE IT HOT!
SOME LIKE IT COLD!

But FOR WATER AT EXACTLY
THE TEMPERATURE
YOU WANT...



DEPEND ON **Pick** INSTANTANEOUS WATER HEATERS

It's "on the button" temperature control with a PICK INSTANTANEOUS Steam Injection Heater. Designed to meet every industrial need for hot water it has an effective heating range of from 40 to 180 degrees Fahrenheit. A simple change in the setting of the thermostat means an instant change in temperature. Seven sizes with maximum capacities ranging from 10 to 200 gallons per minute means the right size heater for every job.

PICK'S exclusive new "Pressurizer Piston" stabilizes injection pressure and completely eliminates pipe hammering and shaking pipes. That means a triple guarantee of a dependable supply of hot water, maximum efficiency, and QUIET STEAM INJECTION HEATING.

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● PRIMARY HEATER

Capable of supplying any specified volume of hot water up to 200 gallons per minute, this heater is practical as a primary source of hot water for countless industrial needs.

● SUPPLEMENTARY HEATER

Easy installation and accurate control at any temperature up to 180° Fahrenheit make this heater useful for specialized "spot" applications near the point of use.

● "BOOSTER" HEATER

To augment overloaded or currently inadequate facilities this heater can be installed to automatically "boost" and correct temperature deficiencies.



ANOTHER POPULAR RENDEZVOUS DURING THE CONVENTION

Hospitality headquarters of the Cincinnati Butchers' Supply Co. were well patronized as evidenced by this group assembled here. Left to right, Carl Schwing, sr., Cincinnati Butchers'; C. D. Berry, owner of the Berry Packing Co., San Antonio, Tex.; Howard M. Wilson, Cincinnati Butchers', and Oscar Schmidt, vice president of the firm; G. A. Juengling, president, Gus Juengling & Son, Cincinnati; Louis H. Moellering, vice president, Lohrey Packing Co., Cincinnati, and Herman Schmidt, president, Cincinnati Butchers' Supply Co.



THEIR SMILES TELL THE STORY

The reason why the Oppenheimer Casing Co., Chicago, suite was so popular throughout the convention can be traced to the good fellowship of the firm's hosts, who included (l. to r.) G. D. Nussbaum; Harry D. Oppenheimer, president; Edward Oppenheimer, vice president; M. S. Holstein, vice president, and Martin Hirsch, vice president.



JOVIAL GROUP OFFERS HEARTY WELCOME

These radiant faces prove that everyone who visited the headquarters of H. J. Mayer & Sons, Chicago, was well entertained. Hosts for the organization were E. O. Endres, mid-west representative; Frank A. Mayer; J. O. Strigle, eastern representative; S. A. Mayer, and H. J. Addison, western representative.

not needed to purchase onion and garlic products, the concern is rapidly extending its service to the meat industry.

BERTH. LEVI & CO.—A genuine welcome was extended visitors to the suite of this well-known concern. The hosts headed by the genial Dave Weill and Martin Levy, vice presidents, who were ably assisted by Manager Leonard Weill, H. H. Chichester, superintendent, N. B. Berkowitz, Lester Lyons, Irving Sloman, Egon Hertz, Mike Baker, Al Freud, Duke Reichenbach, Al Byk and J. Reichenbach. A most comfortable atmosphere was augmented by refreshments par excellence.

BUILDICE CO., INC.—In addition to being authorized distributors of Worthington refrigerating machinery and equipment, the Buildice Company acts as contractor, engineer and pipe fabricator, as well as building Buildice water cooling units and radiant heating. Visitors to headquarters were treated to some authentic information on refrigeration problems by such well-known men as John A. Heinzelman, president of the company, R. A. Espe, N. J. Kuhn, Skip Boyle, T. M. Middendorp, J. George Rea, E. Vogt and J. A. Schmitz.

CANADA CASING CO. OF ILLINOIS—Visitors to the headquarters of this company were welcomed by William C. Rapp, president, together with his colleagues, Andrew Suski, vice president, J. A. Murray, secretary, and M. A. Ruden of the sales department. Refreshments and good fellowship were pleasing to guests in their commodious suite overlooking the lake.

CENTRAL WAXED PAPER CO.—"Central's" suite at the Stevens was one of the most popular at this year's AMI meeting, judging from the number of visitors that stopped in. Central Waxed Paper, a manufacturer of the Mullinix line of packages for bacon, sausage, butter and margarine, was represented by J. W. Haley. Useful information was offered to the guests to aid them in solving packaging problems, as well as sound merchandising ideas. Mr. Haley reported that some of the industry's leading companies are using, and others are planning to adopt, the Mullinix line of packages.

CHICAGO COLD STORAGE DIVISION, BEATRICE CREAMERY CO.—This suite was well patronized by visiting packers. A fine group of hosts was headed by J. H. Edmondson, sales manager, who was assisted by W. A. Kopke, general manager, W. A. Kron, assistant sales manager, and W. S. Callaghan, sales.

CINCINNATI BUTCHERS' SUPPLY CO.—"BOSS" headquarters as usual received a steady stream of visitors. The firm's location at the Stevens was convenient and easy to find and one of the most popular. Headed by Herman Schmidt, president, the staff of experts on packinghouse and sausage manufacturers' equipment included William C. Schmidt, vice president; Carl Schwing, sr., Howard M. Wilson, C. G. Hammann, B. R. Chapman and Walter Hammann. C. Oscar Schmidt, jr., vice president.

GROENEVELD Company, Inc.

Packing House Products

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NEW YORK 14, N. Y.

TEL. Chelsea 2-2076 and 2-2032

who served as Captain in the Army during the war, is back now in charge of production, and was among those in the receiving line.

CINCINNATI COTTON PRODUCTS CO.—Sydney X. Goldfarb, the genial president; U. W. Zepp, the recently appointed eastern regional manager, and F. J. Luebke, assistant general manager, were on the job all during the convention. They made many new friends during the war period by "delivering the goods." In order to maintain their record of service, increased production facilities for stockinettes and shroud cloth are now being installed.

CONTINENTAL CAN CO.—The interest displayed by visitors to the Continental rooms is indicative of the increased attention being given canned meats and meat products. Many problems were discussed and the correct answers were always available. Hospitality on a high plane was tendered by A. V. Crary, vice president, W. F. Coleman, W. B. Larkin, O. C. Johnson, Paris O. White, J. P. Louderman, R. V. Wilson, W. P. Murray, R. L. Perin and C. L. Smith.

CORN PRODUCTS SALES CO.—Master entertainers with an interesting business story to tell were vice president and general sales manager E. W. Schmitt and his able assistants, T. C. Clawson, George McDonald, J. F. Glienke, H. A. Crown and H. V. P. Francis. The story of Cerelose and its applications in processing and manufacturing of sausage, cured meats and specialty products was well received. The cordial personal welcome extended by the hosts has also built a host of friends for the concern, many of whom took advantage of the opportunity that was provided for relaxation and refreshment.

THE CUDAHY PACKING CO.—



WE'RE SITTING ON TOP OF THE WORLD

Representatives of The Globe Co., pictured in the concern's hospitality headquarters, flash characteristic smiles. In the group are W. D. Moorhead; L. J. Spencer, sales manager; J. A. Lissner; Terry O'Donnell; Bruno G. Czaja; H. W. Kollmorgen. Seated: E. Coleman; W. R. Conrad; R. L. Gambill, vice president; J. F. Moorhead, Leo J. McQueen.

"Double-Tested" natural sausage casings of certain sizes and kinds have been scarce for some time, but with the situation improving there was much to be discussed with H. W. Clubb, F. I. Ryan, S. J. Warren, H. G. Johansen, Chas. E. Holt, R. J. Cauwels and G. H. Krohn. Here was an ideal spot to relax, rest and chat a bit.

DANIELS MANUFACTURING CO.—A hearty welcome was given packers and sausage manufacturers attending the AMI convention this year by members of this company's staff. One of the nation's leading cellophane wrapper manufacturers, Daniels is recognized as an outstanding creator and designer of

packaging and wrapping developments in the meat packing field with many accomplishments credited to it. Always popular hosts, this year's staff was headed by Ernest Draheim, A. F. Kenaston, C. W. Zuehlke and P. D. Heim, who were kept busy greeting their friends and offering expert advice on packaging and merchandising.

DENMAN TIRE AND RUBBER CO.—Everybody wants to know about the tire situation. At the Denman rooms, H. F. Webster, vice president and general manager, and E. L. Antonen, vice president, were pleased to be able to tell their visitors that the next 60 days will see a substantial increase in the available truck tires. However, tires for passenger cars will be much slower in making their appearance in volume. Incidentally this was the 11th consecutive convention attended by the hosts.

E. I. du PONT de NEMOURS & COMPANY, INC.—The du Pont suite at the Stevens was a center of hospitality for meat packers and sausage manufacturers. A steady flow of visitors gave proof of the continued popularity of the organization. Acting as hosts this year were M. C. Pollock, promotion manager; N. Allen, technical specialist; H. C. Broems, Chicago manager, and Manley Callender, assistant to the Chicago manager.

JOHN J. DUPPS CO.—Unavoidable delays in delivery of rendering machinery and equipment were explained by president John A. Dupps and his co-worker, R. L. McTavish. However, every effort is made to speed up deliveries, it was explained. A call at this suite rewarded the visitor with much practical information on rendering. Refreshments were served and a smoke provided for those who indulged.

ENTERPRISE, INC.—That fine southern hospitality was constantly evi-



WHEN KING HOSPITALITY HELD SWAY

Grouped in hospitality headquarters of the Wm. J. Stange Co., Chicago, were these premier hosts (l. to r.) seated: Aladar Fonyo, vice president; E. J. Marum, vice president; T. L. Allen, and Wm. B. Durling, president. Standing: "Pee Wee" Hughes, Vernon Berry, John Terry, Ted Lind, James Foran, S. J. Davin, George Foster, Irving Zeiler, Joe Graf and Boyd McKeane.

Is it Necessary to PEEK?



Lightproof

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BACON PACKAGING SELLS!

If really necessary, Mullinix packaging allows immediate, complete and unobscured view of the bacon either for display or the housewife's inspection. But why should anyone be suspicious of the quality of your bacon? Isn't it far better to give its quality, looks and color full protection... plus the beautiful selling design and striking quality appearance offered by Mullinix?

*Why allow bacon quality to DIE
between your plant and the consumer?*

From one of our manufacturers conveniently located throughout the country, we will gladly send a packaging engineer into your plant to discuss your packaging problems.

WESTERN WAXED PAPER COMPANY

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In addition Mullinix shuts out harmful light—prevents discoloration... insures a perfect balance between moisture resistance and ventilation... is grease and moisture proof... permits opening without tearing package or bacon... does not get grease on the fingers... and reseals itself!



Mullinix allows you more latitude for selling beauty of design and striking quality appearance—it is RIGID, compact.

dent at Enterprise headquarters at the Stevens this year. Welcoming the many packers and sausage manufacturers who stopped to visit with the staff were S. Marks, president; R. H. Marks, vice president; H. K. Hirsch, secretary and sales manager; J. C. Dyer; F. Pruitt; C. Little; W. A. Lucas, and Don Kemp. Visitors found this suite a pleasant one for information as well as refreshments and relaxation.

EXACT WEIGHT SCALE CO.—Nothing is more important than exact weight in the meat packing plant; during the war period this was more true than ever. The many friends of this company found that John H. Downer, Chicago district manager, and A. Kupfer of the Chicago sales staff had the latest information on developments in their line to increase efficiency and promote economy in meat weighing operations.

FEARN LABORATORIES, INC.—Fearn's suite in recent years has become one of the most popular stopping places at the convention because of the delicacies that are served to visitors and the popularity of the Fearn staff. In meeting visitors, Fearn president C. B. Hill was assisted by vice presidents E. A. Johnson and W. E. Kicker, secretary J. W. Jones, and others from the sales organization, including R. P. McBride, A. R. Goodson, P. G. Phillips, W. H. Allison, J. P. Swift, J. B. Kleckner, J. L. Wilde, Ray Seipp, F. J. Potts, E. B. Copeland, W. D. Bright and Sam Selfridge. Smoked turkey produced according to Fearn methods was the featured item served to visitors.

FEDERATED MILLS CO.—HERMAN WALDMAN CO.—The folks in charge of this combination suite, namely, Phil Fine for Federated, and Herman Waldman for his company, established headquarters on October 27 and were on the job until the end, making it convenient for those who arrived early, as well as those who came for just a day or two.

GENERAL AMERICAN TRANSPORTATION CORP.—Visitors at the AMI convention this year found the usual warm hospitality at the General American suite, and the steady flow of guests proved its popularity. This concern, with its many years of experience and background in the handling of meats and meat products, made all who entered feel it a worthwhile visit. In attendance this year were: C. L. Phillips, C. L. Thompson, R. P. McCord, E. J. Larson, E. H. Gardner, Frank Schmidt, J. P. Morrissey, A. C. Middleton, A. W. Beatty and E. B. Pallardy.

GIRDLER CORPORATION.—Amid their ever-widening circle of friends in the meat industry, Girdler men at the convention took every opportunity to acquaint packers with the merits of their Votator equipment for helping produce better lard. John E. Slaughter, Jr., vice president, was assisted in entertaining guests by Lamar Roy of the concern's Louisville office, Sam Welch of New York and L. N. Harrison of Charlotte, N. C. Competing at headquarters for the position of No. 1 Vota-



WHEN THIRTEEN WAS A LUCKY NUMBER

Representatives of Griffith Laboratories and some of their guests are pictured in the firm's headquarters at the Stevens hotel (l. to r.) seated: R. R. Dwyer; M. C. Phillips, vice president; D. M. Binger, engineer, and Howard A. Levy, all of Griffith. Standing: Charles Hickey, W. A. Gee, W. E. Anderson and L. E. McCrath of Griffith; Bob Minton, manager, Blue Bonnet Packing Co., Forth Worth, Tex.; G. A. Lovell, Griffith; G. A. Birnbaum, vice president, Virginia Packing Co., Virginia, Ill.; W. E. Potter, sausage foreman of the same firm, and J. M. Muir, a visitor.

tor salesman were also several prominent packer executives, who vied with company representatives in talking of their lard making experiences.

THE GLIDDEN CO.—The many packers and sausage manufacturers who visited this suite were treated to a display of certified food colors and soya products used by the industry for numerous purposes. The concern also showed samples of sausage and meat specialties made with Diamond G brand soya flour, which may now be employed in federally inspected plants. Guests

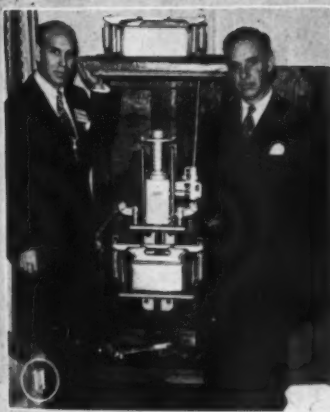
were greeted by R. R. Stigler, G. M. Davidson, Philip Pries, jr. and P. A. Olson.

THE GLOBE COMPANY.—The Globe delegation to the convention was large, the Globe suite was comfortably appointed, hospitality was gracious and visitors were many. President C. E. Gambill, executive vice president R. L. Gambill, vice president D. P. Gambill and sales manager L. J. Spencer were assisted in meeting packers and processors by W. D. Moorhead, J. F. Moorhead, L. J. McQueen, W. A. Rose, W. R.

In the Lobby, Halls and in the Rooms

1. J. W. Haley, Central Waxed Paper Co., Chicago, was on hand for the convention.
2. J. J. Zahler, vice president, and Harry I. Hoffman, president, J. S. Hoffman Co., Chicago, were active in greeting packers.
3. E. J. Ward, president, United Cork Companies, Chicago, kept busy visiting with industry friends.
4. Jim Baker, manager of the meat packers division, Milprint Co., Milwaukee, standing with a package display at Milprint headquarters.
5. J. R. Lostro, engineering and technical department, Sperti, Inc., was one of the early arrivals at this year's meeting.
6. C. A. Raynor, vice president, and L. W. Pfaltzer, president, Independent Casing Co., Chicago.
7. R. E. Miller, manager of industrial sales, York Corporation, York, Pa.
8. Allbright-Nell Co., Chicago, was represented by J. G. Allbright and N. J. Allbright.
9. These smilers are J. H. McPherson, secretary, and John H. Payton, president, Great Lakes Stamp & Mfg. Co., Chicago.
10. C. Carr Sherman, president, H. P. Smith Paper Co., Chicago.

11. H. R. De Cressey, vice president, and Frank Hoy, president, Hoy Equipment Company, Milwaukee, proudly presenting one of the firm's presses.
12. R. F. Cohee, technical service, E. W. Schmitt, vice president, and Geo. A. McDonald, Corn Products Sales Co.
13. This quartet includes H. W. Tohtz, president, R. W. Tohtz Co., St. Louis; Lou Menges, manager of the Tenderay division, Westinghouse Electric & Mfg. Corp., Bloomfield, N. J.; A. Frankel, manager of electronics division, Westinghouse, and George P. Bunte, president, Geo. P. Bunte, Inc., New York city.
14. V. Floyd Self, sales promotion manager, Anemostat Corporation, New York city, displaying a new air diffuser.
15. E. O. Johnson, vice president, and Seymour Oppenheimer, Transparent Package Company, Chicago.
16. Paul Lundy, vice president, and Roy A. Asmusen, midwest manager, Sardik Food Products Corp., New York.
17. J. C. Mellon, in charge of sales of rendering equipment, and C. B. Upson, vice president and general manager, French Oil Mill Machinery Co., Piquette, O.



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BOSSES of the Btu

...the insulation experts' skill
is your protection against the pitfalls
of a poorly applied job.



CORRECT APPLICATION and lasting efficiency of refrigeration insulation are assured by the "Bosses of the Btu". . . men from Johns-Manville's construction forces or J-M Technical Service Units (contractors selected for their records in this field).

And . . . in addition to their skill in application . . . these insulation experts, like leading refrigerating engineers, specify and use Johns-Manville Rock Cork because of its many advantages in refrigerated service. Here are a few of the more essential features:

HIGH MOISTURE RESISTANCE—Made of mineral wool, with a waterproof asphaltic binder, Rock Cork is sealed against air and moisture infiltration . . . the cause of most insulation failure. Joints remain tight.

LOW CONDUCTIVITY—Rock Cork's rating is less than 0.33 Btu per sq. ft. per degree F. temp. difference per inch thick, per hour at mean temp. below 100° F.

RESISTANCE TO VERMIN AND BACTERIA—Completely sanitary, Rock Cork is odorless, can't absorb odors, harbor vermin, or support growth of mold and bacteria.

Remember an insulation's performance is only as good as its application!

For details write for brochure DS-555. Johns-Manville, 22 East 40th Street, New York 16, N. Y.



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or Acid Is A Problem, Use

Tidewater

RED CYPRESS

Read What Authorities Say About Its Superior Qualities

Romeyn Beck Hough, author of "American Woods", says of Cypress "Its great durability, immunity from the attacks of parasites, and non-liability to great shrinking or warping make it one of our most valuable woods for all woodwork exposed to weather, for tank construction, cooperage, etc. Its value . . . is enhanced by its comparative freedom from coloring or flavoring ingredients".

Phillips A. Hayward, author of the volume on Wood in Chandler Cyclopaedia, says that Cypress is "easy to work, available in large dimensions, and resistant to decay". It is also "resistant to changes in moisture, resistant to acids, and imparts neither color nor taste."

For a hundred industrial needs, TIDEWATER Red Cypress is the right answer. Write today for full details.

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WORTHINGTON REFRIGERATION



Compressors for Freon-12, Methyl, Ammonia or CO₂

Look at Worthington's *complete line*: *Horizontal* — Capacities: 50 to 1,000 tons — Drives: direct-connected synchronous motor, Multi-V-belt, angle gas engine; opposed or "in-line" steam driven; *Vertical* — capacities 1½ to 150 tons — suitable for all types of drives; *Ammonia Booster* — for low-temperature applications; *Centrifugal* — Capacities 100 to 2,500 tons — Drives: direct-coupled turbine, motor through speed-increasing gears.

Ammonia Absorption Refrigerating Machinery

With a background of 60 years pioneering and perfecting this dependable, economical type of refrigeration, Worthington is equipped to build you the right Absorption Refrigerating Machine. Capacities 10 to 1,500 tons.

All Types of Auxiliary Equipment

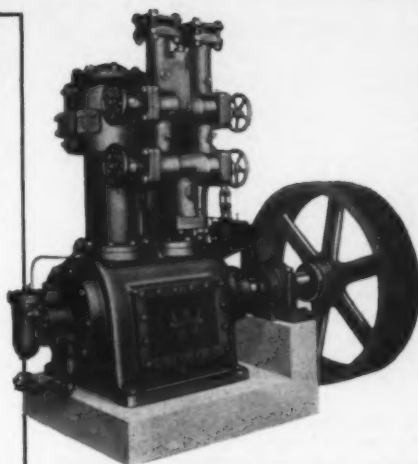
Rounding out the Worthington Refrigeration Line are self-contained condensing units, refrigerant condensers, coolers, air coolers, traps, valves, fittings, etc.

Before you invest in refrigeration, investigate why so many meat packers have found that *there's more worth in Worthington*.

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WORTHINGTON PUMP AND MACHINERY CORPORATION

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Vertical Two-Cylinder Single-Acting Enclosed Refrigeration Compressor — Direct Connected or Belt Drive.



Steam-Driven Ammonia Compressors in Meat Packing Plant.

Authorized

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PIPE FABRICATORS

Complete Refrigeration Plants

BUILDERS OF ALL TYPES OF REFRIGERATING EQUIPMENT

BUILDICE DESIGNED WATER COOLING UNITS — RADIANT HEATING

TELEPHONE INDEPENDENCE 8030

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4249 ELSTON AVENUE

CHICAGO 18, ILLINOIS

Conrad, E. Coleman, H. Kollmorgen, J. A. Lissner, J. Vojtech, R. Wilkinson, Terry O'Donnell and B. Czaja. The technical knowledge and advice of Frank Bilek, chief engineer, and Charles Bonifield, superintendent, were also eagerly sought by visitors. A wide variety of refreshments were served, and the Globe suite was always well attended.

GREAT LAKES STAMP & MFG. CO.

—During the war period this concern developed many unusual and unique applications for branding and marking equipment, such as ingredients labelling and marking, grade marking and product identification. The equipment used for these operations was on display, as well as the new carton imprinting equipment recently developed by the concern. Representing Great Lakes at the 1945 convention were president John H. Payton and secretary J. H. McPherson. A useful and attractive souvenir was presented to visitors.

GRIFFITH LABORATORIES.—Griffith headquarters again was a beehive of activity, and there was hardly a minute during the convention when the Prague Powder suite was not filled to overflowing. Featured this year were some outstanding new developments on display at the Griffith plant, and many packers visited the concern's office as well as the hotel headquarters. F. W. Griffith, vice president and secretary, with M. C. Phillips, vice president, acted as spokesmen. They were assisted by R. R. Dwyer, Howard A. Levy, D. M. Binger, G. A. Lovell, L. E. McCrath, W. E. Anderson, W. A. Gee, Charles Hickey, W. C. Young, H. L. Holmquist, Bob Stutz, L. W. Hobbs, Louis Weiner, and others from the organization. President C. L. Griffith, sales manager Harry L. Gleason, and S. L. Komarik, technician, were also in great demand.

HAMBURG CASING CO., INC.—Headed by Sol Lupoff, president, and Ben Lupoff, vice president, the Hamburg Casing Co. entertained the firm's many friends in the industry this year. A sizable crowd was always in attend-

Some Faces Conventioneers Won't Forget

1. Representing the Girdler Corporation, Louisville, Ky., were John E. Slaughter, jr., vice president; Sam Welch, New York; Lamar Roy, Louisville, and L. N. Harrison, Charlotte.

2. Mr. and Mrs. E. N. Harris, Britt Packing Co., Shreveport, La., and H. Deutinger, president, the Aula Co., Inc., Long Island City, N. Y.

3. Proudly presenting their hospitality headquarters display are P. J. Braun, R. L. Lipaky, and S. S. Small, all of the sales staff of A. E. Staley Mfg. Co., Decatur, Ill.

4. Kennett-Murray & Co. was represented by Parker Whiting, W. K. Oyler, Harry Hennessy, Albert Hostetter, R. J. Collins and C. J. Renard.

5. This mixed group includes August Schmidt, sausage superintendent, Kroger Grocery & Baking Co., Columbus, O.; Milton Goldberg, president, Premier Casing Co., Chicago; L. M. Stone, general manager of packinghouse operations, W. M. Moore, plant manager, and C. J. Karch, superintendent, all of Kroger, Columbus.

6. This group from the Kalamazoo Vegetable Parchment Co. includes J. Frank Eaton, district manager; Roy L. Sandstrom, Russell J. Kearns, and Elmer G. Carlson, all of the sales department, pictured shortly after receiving their badges.

7. William W. Morgan, Arctic Engineering Corp., Chicago; H. B. Howe, Howe Machine Co., Chicago; Fred C. Beck, Henry Vogt Machine Co., Chicago office, and Bill Gebhardt, Advanced Engineering Corp., Milwaukee, Wis.

8. The American Can Company, New York city, was well represented again this year. (Seated, l. to r.): E. G. Weimer, sales, M. P. Cortilet, assistant manager of sales, H. A. Pinney, sales manager, and W. C. Schultz, district sales manager. Standing (l. to r.) are L. B. Drake, sales, E. E. Finnegan, sales; W. J. Mullaley, retired; H. M. Nicholls, manager sales engineering department; W. C. McCree, sales promotion manager; J. M. Nicoll, sales engineering, and J. M. Jackson, research division.

ance, indicating that visitors enjoyed the Lupoff hospitality.

HERCULES POWDER CO.—Guests found "Brigso" headquarters a pleasant place to visit. The Brigso method of removing hog hair following the regular dehairing process is being adopted by an increasing number of packers. Visitors received this good news in the congenial environment created by the capable Brigso staff, including G. J. Underwood and E. T. Wilander of the Naval Stores department of the Hercules Powder Co.

J. S. HOFFMAN CO.—Hoffman headquarters maintained the firm's usual high standards of hospitality and entertainment. Hoffman cheeses headed the array of delicacies served to visitors, and many of the cheese varieties served had been specially processed for the occasion. The many visitors to the Hoffman suite were met by Harry I. Hoffman, president, J. J. Zahler, vice president, and

H. K. Mizruchy, F. C. Bergman, R. E. Hawley, C. A. Faye and M. E. Bush.

HOY EQUIPMENT CO.—Greeting his firm's many friends and visitors at the Stevens this year, Frank Hoy, president, was ably assisted by H. R. DeCressey, vice president of the concern. On display in the suite was the new improved Hoy ham mold and loaf molds. Visitors were given demonstrations of the Hoy ham press to show how this fast-moving press makes it possible to give all hams the same pressure and how shrinkage can be controlled as desired.

INDEPENDENT CASING CO.—L. W. Pfaelzer, president, with company executives, C. A. Raynor, B. A. Geier and George Fisher, headed the Independent Casing Co. staff at the convention. They were assisted by others from the staff including Mike Deming, M. Krauss, Sam Isaac, H. J. Altheimer and H. W. Strauss of the sales organization. The firm's spacious headquarters were always well filled with guests, many of whom took advantage of the company's hospitality and enjoyed the delicacies that were served to visitors. Representative Charles Stohrer, recuperating at home from an operation, was missed this year by his many friends.

E. G. JAMES CO.—The usual gracious hospitality was given to visiting members of the industry this year by the machinery division of this firm. The information on packinghouse equipment was appreciated by the guests, as many valuable suggestions were made by the staff. On display in the suite were stockinettes and beef shrouds, butcher coats, St. John equipment, jacketed knifles, freezer trays and miscellaneous packinghouse equipment. Assisting Warren G. Henry, sales manager of the machinery department, were J. O. Christerson, assistant sales manager, and M. E. Lynn, credit manager.



WELCOME MAT WAS OUT

Relaxing long enough to have their pictures snapped was this sextet in the Fearn Laboratories, Inc., headquarters (l. to r.) standing: J. W. Jones, Fearn secretary; W. E. Kicker, Fearn vice president, and M. A. Hagel, Northwestern Yeast Co., Chicago. Seated: C. B. Hill, Fearn president; E. A. Johnson, Fearn vice president, and Herbert B. Taylor, Northwestern Yeast Co.

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A WORD ABOUT RUST

Rust stains bleeding through from reinforcing beams or from rail brackets often spoil paint jobs in coolers or processing rooms. Before the white enamel is applied, seal over all exposed metals with

TOTRUST

Totrust Clear may be applied on clean or rusted, damp or dry metal surfaces.

Totrust stops and prevents Rust.

Don't bother about Wetness . . . Just Paint! Don't worry about Food . . . No Taint! with DAMPCOAT ENAMEL

- Paints over wet walls • Has no tainting odor • Produces tile-like finish
- Stays white • Resists fungus and mildew • Maintains sanitary conditions

Here's the paint especially designed to handle the tough, specific painting problems found in the Meat Packing Industry. DAMPCOAT ENAMEL goes safely over *Wet Walls* . . . leaves *No Tainting Odor* . . . *Stays White*. This different paint *penetrates* the surface displacing any moisture that may be there. And it produces a waterproof finish that can be cleaned and washed repeatedly.



Special Distributors in the
Meat Packing Industry:
THE BOSTON TRAM-RAIL CO.
9 T Wharf, Boston 9, Mass.

Learn how Dampcoat Enamel can save you countless hours and expense . . . how it's made to do the job *right* in refrigerated spaces. Write Today for further information on Dampcoat Enamel:

The Wilbur & Williams Co.

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*Distributors in Principal Cities throughout
the United States*

See also
Page 191



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CELLOPHANE GLASSINE
GREASEPROOF PARCHMENT
BACON PAK LARD PAK

DANIELS MANUFACTURING CO.
RHINELANDER, WISCONSIN
CREATORS • DESIGNERS • MULTICOLOR PRINTERS



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Think of
Shellabarger Soybean Mills, Decatur, Ill.

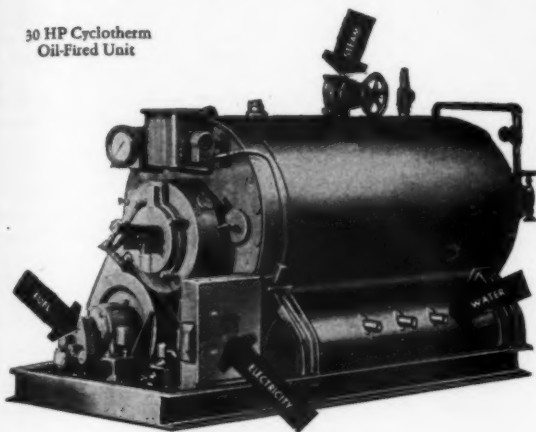
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Sheep, Hog and Beef Casings

BOSTON 13, MASS.

Make 4 connections
then put Cyclotherm to work

30 HP Cyclotherm
Oil-Fired Unit



Your Cyclotherm Is Ready

Order your new post-war Cyclotherm now.

Cyclotherm is available *without* priority for fast delivery. Once your order is received action is immediate.

Your Cyclotherm comes to you a completely assembled, packaged unit. It needs no special foundation, or base; no stack. Installation consists only of connecting steam, water, fuel and electric lines. Your Cyclotherm can be producing steam in a matter of hours after delivery to you.

Cyclotherm units range from 5 HP to 200 HP with operating pressures from 15 psi to 200 psi. They are completely self-contained, automatic, oil or gas fired. They are designed on unique principles of combustion that give top efficiency while holding operating and maintenance costs to a minimum.

Thousands of Cyclotherm units were in war service throughout the world with the Army, Navy and Marine Corps. Their record of accomplishment is your best guarantee of the engineering "know-how" back of a Cyclotherm, and the quality built into every unit.

What the Veteran Cyclotherm did in the four corners of the world, the post-war Cyclotherm will do for you, whatever your use of steam may be.

Your order for a Cyclotherm will be filled promptly.



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Quality - Strength - Efficiency

**IN SIZES AND WEIGHTS
FOR EVERY NEED**

**FLOOR BRUSHES
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WET MOPS
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**THE FULLER BRUSH COMPANY
INDUSTRIAL DIVISION
FULLER PARK · HARTFORD 2, CONN.**

JAMISON COLD STORAGE DOOR CO.—J. V. Jamison, jr., chairman, and Fred H. Wagner, jr., vice president of the firm, held open house for the visiting conventioners in their suite at the Stevens this year. The friendliness and knowledge of these men helped the guests at their headquarters who desired sound information on the famous Jamison cold storage doors.

JOHNS-MANVILLE CORP.—G. E. Hinchliff, who is in charge of packing-house sales, was on hand with information on the complete Johns-Manville line. Of special interest to visitors were rock cork low temperature insulation and "Transite pipe," a pipe made of asbestos and Portland cement which serves the same purpose as cast iron pipe, but with a number of additional advantages.

KADIEM, INC.—This fast-growing New York seasoning house was represented at the convention by J. F. Berliner and Earl H. Giles. They were kept busy meeting new people and renewing old acquaintances. They were two of many unable to get a room at the Stevens, and consequently had to operate from the floor.

LINK-BELT CO.—A. J. (Art) Olson, district engineer, a familiar figure to the men in plants located in the central states, was the host for this firm. The staff of experts on hand to discuss material handling problems and the application of specially built packinghouse machinery and equipment included, in addition to Mr. Olson, F. W. Lovett, E. A. Wendell, E. Schmidt, M. J. Parykaza, W. F. Hufnagel and W. J. Nigh-

ert. Some of the latest developments in the Link-Belt line were explained.

LINKER MACHINES, INC.—On the job at Linker Machine headquarters were R. M. Perkins and J. Murray. The many advantages of the automatic Ty-Sausage linker are of never failing interest to those in the sausage manufacturing business and the many satisfied users of this machine are its biggest boosters. It is hoped that the facilities at the meeting next year will permit an installation to be shown for demonstration purposes.

LIQUID CARBONIC CORP.—At the Liquid Carbonic headquarters at the Stevens, C. R. Skidd of the dry ice division and R. Matthei of the research division had a lot to tell their friends about Red Diamond dry ice for meat packer cooling jobs. Liquid's research department is one of the most up-to-date in the country and has helped many a packer with his truck and car cooling problems.

MARATHON CORPORATION—Convention visitors this year were given helpful and valuable information on packaging their meat products and meat specialties. The staff on hand at the Marathon headquarters was kept busy throughout the convention. Upholding the firm's standards in offering assistance to the visitors this year were John Bonini, manager of product development in the packing industry; Frank L. Broeren, director of product development and market research, and M. A. Dawson of product development.

H. J. MAYER & SONS CO.—A trip to these headquarters was time well

Caught by the Flashlight in the Stevens

1. Pictured at the Chicago Cold Storage Warehouse division, Beatrice Creamery Co. headquarters, were W. A. Kron, assistant sales manager of Chicago Cold Storage; W. Etz, Wilson & Co.; W. A. Kopke, general manager, Chicago, and W. S. Callaghan, salesman, Chicago Cold Storage; C. H. Romeiser, Wilson & Co.; J. H. Edmondson, sales manager, Chicago Cold Storage Warehouse Co., and Oscar Day, Wilson.
2. C. E. Gambill, president, and D. P. Gambill, vice president, The Globe Co.
3. R. Nelson, manager of the ice department; T. E. Evans, assistant plant manager; Elmer Aird, traffic manager, and Tom Walter, sales representative, were here for the U. S. Cold Storage Corp., Chicago.
4. Mark Corley, president, and John Corley, vice president, Miller Wrapping & Sealing Machine Co., Chicago, scanning a recent issue of The National Provisioner, with Frank S. Easter, promotion and research, for the publication.
5. Among those representing Griffith Laboratories, Chicago, were W. C. Young, H. L. Holmquist, L. W. Hobbs, F. W. Griffith, vice president and secretary, and Louis Weiner.
6. Sydney X. Goldfarb, president; Mrs. U. W. Zepp and U. W. Zepp, eastern region manager, and F. J. Luebke, assistant general manager, all of the Cincinnati Cotton Products Co., Cincinnati, Ohio.
7. The sales department of Fearn Laboratories, Inc., was represented by (standing): Ray Seipp, J. L. Wilde, R. P. McBride, P. G. Phillips, W. H. Allison, J. P. Swift, A. R. Goodson, and J. B. Kleckner. Seated are Sam Selfridge, W. D. Bright, F. J. Potts, and E. B. Copeland.
8. This group, snapped at the Enterprise Inc. hospitality headquarters included (standing, l. to r.): Jack J. Busa, Southwestern Packing Co., Harlingen, Tex.; Stanford Whatley, Rapides Packing Co., Alexandria, La.; Hans Pauly, Pauly Packing Co., Houston, Tex.; Mrs. Hans Pauly, and M. E. Hausman, Hausman Packing Co., Brownsville, Tex. Seated are Don Kemp, southeastern representative, H. K. Hirsch, secretary and sales manager, S. Marks, president, R. H. Marks, vice president, and J. C. Dyer, southern representative, Enterprise Inc.
9. Seated are H. K. Gillman, mechanical supervisor, Tobin Packing Co., Fort Dodge, Ia.; W. H. Everds, Henschien, Everds & Crombie, Chicago; and G. W. Waldbillig, president, John B. Waldbillig Builders, Inc., Albany, N. Y. Standing are J. A. Schmitz, advertising department, R. A. Espe, sales engineer, J. A. Heinzelman, president, and N. J. Kuhn, treasurer and general manager, Buildice Co., Inc.
10. Included in this group are W. F. Coleman, assistant sales manager; W. B. Larkin, manager of sales, Chicago district; C. C. Johnson, assistant manager, customer research; A. V. Cray, vice president of New York; Paris O. White, assistant manager of central division sales; J. P. Louderman, manager of sales, meat packers, and R. V. Wilson, division of customer research, all of the Continental Can Co.



A JOLLY TIME WAS HAD BY ALL

Always ranking as a "must" for headquarters to visit, H. P. Smith Paper Co., Chicago, kept up the tradition this year and the firm's suite was packed from early evening until late at night. Representatives of HPS shown above are standing, left to right, Earl Townsend; P. J. Massey, vice president in charge of development; C. Carr Sherman, president; George Malmgren; Ed Schoenthaler, vice president in charge of sales; Jack Pendexter, and Evan Shelby. Seated are, Frances Sadatich, Frances McGillis and Eleanor Franklin.

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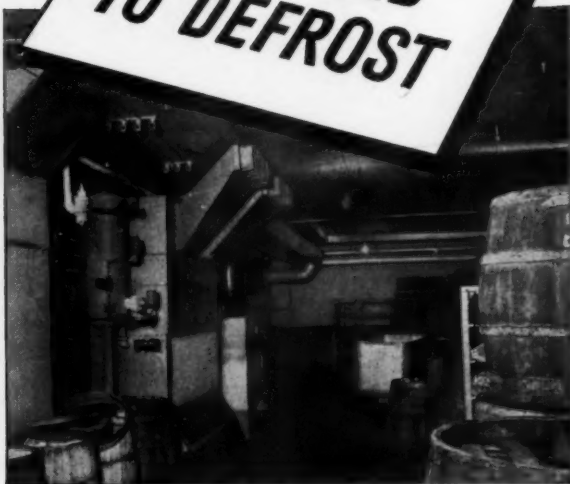
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**NO NEED
TO DEFROST**



In freezing fruits or vegetables, or ice-cream, or in the cold storage of farm and dairy products, fish or meat—extra profits are realized by increasing production, improving quality, preventing spoilage and reducing operating costs.

The Niagara "No-Frost" Method prevents cooling coils from icing, which insures constant full capacity, thus increasing production.

It quickly brings products to the correct temperatures, thus improving quality.

"No-Frost" Spray Coolers have capacity to hold refrigeration and product temperatures constant, thus preventing spoilage.

The "No-Frost" Method uses less power, thus reducing operating costs.

The Niagara "No-Frost" Method gives month after month trouble-free operation, thus eliminating major maintenance expense.

Write for descriptive bulletin No. 83 today.

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Field Engineering Offices in Principal Cities

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"ATMOS" SMOKEHOUSES

Your present smokehouse can be "completely air conditioned" the "ATMOS way." Smoke density, temperature, humidity and air distribution are all under control. The results will be:

- 1—Increased Capacity**
- 2—Faster Production**
- 3—Less Smoking Time**

The advantages of the ATMOS system have been proven by years of practical operating tests.

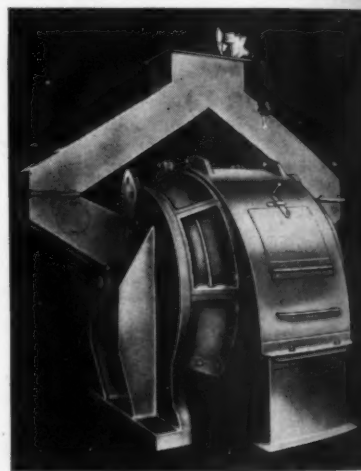
We are also able to supply:

**PORTABLE CABINET SMOKE HOUSES
SAUSAGE HANGING CAGES—SAUSAGE
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INSULATED SMOKEHOUSE DOORS**

Write for particulars

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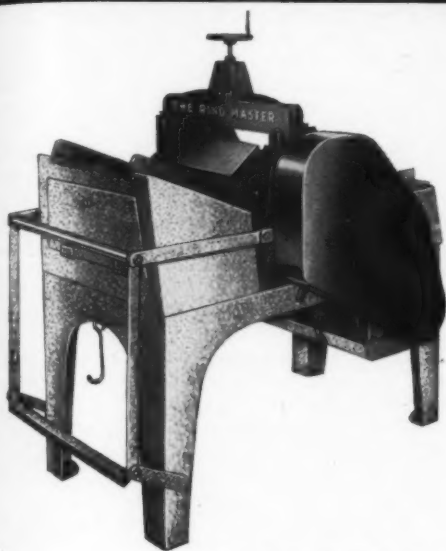
**DUAL FEED
DUAL SCREEN
PULVERIZER**

for continuous high production in processing meat scraps, tankage and by-products—other Prater Grinders for every type of service.

PRATER PULVERIZER COMPANY

1825 S. 55th Ave. CHICAGO 50, ILLINOIS

The "Rind-Master" Bacon Skinner!



America's new standard of value for bacon skinning machines!

Within the past several years this machine has set new higher standards for bacon skinning operations, for it eliminates the wasteful operation of hand starting skins on slabs of smoked bacon; it is continuous in operation, and its speed is from 2 to 4 times faster than other machines.

There are no skin pulling jaws to take an expensive one ounce bite out of the corner of a slab in an effort to grip skins as do some machines, but rather the skin is removed uniformly from one end of the slab to the other at a rate of 12 to 14 slabs per minute.

We guarantee skinning yields to be as good, or better as is generally the case, than can be obtained on any other commercially made skinner on the market today; and, at least a 50% savings in your present labor and cost of skinning bacon.

WRITE FOR SPECIAL FOLDER

DOHM & NELKE, Inc.

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PACKING HOUSE MACHINERY AND EQUIPMENT

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United States Cold Storage Corporation

invested by every packer and sausage manufacturer. The personnel has the practical knowledge of meat curing and sausage making which qualifies them to advise producers in the industry. Frank A. Mayer and S. A. Mayer, sons of H. J. Mayer, sr., were assisted by E. O. Endres, J. O. Strigle and H. J. Addison in welcoming their many customers, friends and acquaintances.

MEAT INDUSTRY SUPPLIERS, INC.—Sol Morton, president of this aggressive seasoning, curing material and sausage ingredients manufacturing concern, was a happy individual in welcoming conventioners to his suite. The recent installation of a laboratory is a great source of satisfaction to him, and he generously offers its use to the industry. He was assisted by the following members of his staff: John Aspan, research technician; Marcus Moch, Ray Wilson, John Lowe and Bob Crosby.

MEAT PACKERS EQUIPMENT CO.—From the golden west came R. A. Hawley, proprietor of this company, to meet with the far west meat packers and sausage manufacturers who made the trek to the convention, as well as to meet new faces. H. D. Cameron, vice president, Jones Superior Machine Co., Chicago, Ill., lent a hand in acquainting Mr. Hawley with his many friends in the field.

MILPRINT, INC.—Milprint's staff of packaging and merchandising experts was at this year's convention in full force, again upholding the firm's traditional welcome to visitors. The Milprint hospitality suite featured an attractive display of various packaging materials and dramatized merchandising helps and displays for the retailer, including

Convention Days Were Their Busy Days

1. W. F. Thiele, general manager of W. F. Thiele Co., Milwaukee, and A. F. Jaumann, district representative, Leland Chemical Co., Milwaukee.

2. A cheerful group at the Wilson & Co. cocktail party.

3. Martin H. Lipton, Martin H. Lipton Co., New York.

4. C. D. Greeno, industrial sales division, Aluminum Cooking Utensil Co., and B. E. Hiles, Chicago district manager.

5. O. F. Gilliam, Chicago, western manager of the Niagara Blower Co., and Paul H. Schoepflin, president, New York city.

6. A. J. Olson, district engineer, Link-Belt Co., Chicago, and G. Y. Bonus, general superintendent's department of Libby, McNeill & Libby, Chicago.

7. William C. Rapp, general manager, Canada Casing Co. of Chicago; Frank Batek, assistant sales manager, casing department, Armour and Company, and M. A. Ruden, salesman, Canada Casing.

8. Harry H. Kennedy, Board of Trade broker.

9. Robert Matthei, dry ice division, Liquid Carbonic Corporation, Chicago.

10. Wilbur H. Turner, representative for

28 years of the Heekin Can Co., Cincinnati.

11. Nathan L. Levine of Eagle Beef Cans Co., Brooklyn, N. Y.

12. E. A. Thiele, vice president, Kold-Hold Mfg. Co., Lansing, Mich., and Charles E. Field, president, Field Packing Co., Owensboro, Ky.

13. J. G. Cahill, assistant sales manager, and C. A. Rolfes, sales manager, of the Heekin Can Co., Cincinnati.

14. R. L. McTavish, vice president and John A. Dupps, president, of the John J. Dupps Co., Cincinnati.

15. Arthur J. Horgan, Chicago branch manager of the Sylvania Industrial Sales Corp.

16. George H. Nelke, secretary-treasurer and Daniel Dohm, president of Dohm & Nelke, Inc., St. Louis.

17. Glenn Davidson, general sales manager; Philip Pries, jr., and Robert Stigler, sales manager, soya flour division, Glidden Company, Chicago.

18. Charles W. Hess, Specialty Mfrs. Sales Co., Chicago.

19. J. F. Berliner and Earl H. Giles, both of Kadiem, Inc., New York.

many actual meat products and specialties in Milprint wraps. Each year Milprint brings its new packaging developments to the packers' meeting to demonstrate the contributions it has to offer the industry. This year the guests were greeted by Jim Baker, manager meat packer's division, J. B. Hopkins, Cliff Williams, R. A. Long, E. C. Schaefer, Earl Hardman, Russ Faulkner, Elmer Roh and Harry Jones.

MONGOLIA IMPORTING CO.—A good crowd of lively guests was always present at Mongolia headquarters at the Congress hotel. George Terry, president; Andrew Terry, vice president; Geo. F. Reichert, Preslie H. Turner and L. P. Stupnick, representatives, provided their visitors with refreshments, food and conviviality in characteristic abundance.

NIAGARA BLOWER CO.—With Mr. Paul H. Schoepflin, president; O. F. Gilliam, western manager; R. S. Jones, Foster Benson and T. W. Lorenz forming the receiving line at Niagara's headquarters, it was only natural that packers would seek out this popular spot for relaxation and a discussion of their cooling problems.

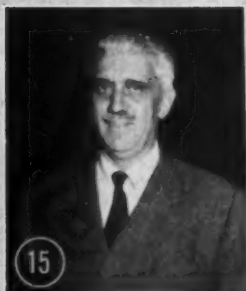
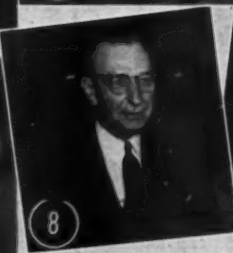
NORTH AMERICAN CAR CORP.—Hospitality headquarters — and how! Good fellowship and a thorough knowledge of rail transportation were at the beck and call of the many guests. L. H. S. Roblee, president of the company, was assisted by other members of his staff in making the visitors happy and comfortable. His aids were F. O. Leffler, J. J. Ryan, John Flanagan and B. A. Berry.

OPPENHEIMER CASING CO.—So unusual is the type of hospitality dispensed at Oppenheimer headquarters that their visitors include the best-known men in the meat industry. A delicious and extensive buffet was presented, with other refreshments. Harry D. Oppenheimer was constantly engaged in meeting the many visitors, and was assisted by other company executives including New York vice president Edward Oppenheimer and Chicago vice presidents M. S. Holstein and Martin Hirsch. Company representatives pres-



A POPULAR SPOT AT THE AMI MEET

A favorite room for relaxation and refreshment at the convention was the Basic Food Materials, Inc., suite as this photo indicates. Shown (l. to r.) Ray F. Beerend, president, Basic Food Materials, Inc., Cleveland, O.; C. H. Pucks, H. & M. Provision Co., Chicago; George C. McLean, Chicago sales, Basic; James B. Henderson, Basic advertising manager, and Capt. G. W. Smale, USQMC market center, New York.



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Throughout New York
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Makes a DIAMOND HOG BETTER



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Power at Center
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Finer and More Uniform

The "DOUBLE ANVIL"—an important DIAMOND feature—plus disc knives set at an angle for a fast shearing cut—gives DIAMOND Hogs unequalled speed, capacity, and uniform fineness of reduction. Very easy running, often saving up to 50% on power. 6 Sizes, capacities from 2 to 30 tons per hour. Direct connected or belt driven. Ask for Bulletin 85.

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CLEVE-O-CEMENT

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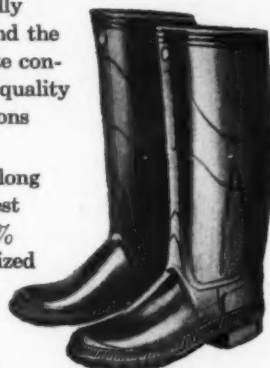
Cleveland 5, Ohio

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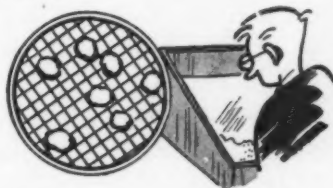
HOW TO SEPARATE A CAT FROM A MOUSE

● It's a simple matter of screening . . . a useful trick for a mouse to know. In fact, screening is a useful trick in any trade. Even in the salt business!



You see, we've got to fit the salt to the job. Butter-makers don't want large, slow-dissolving crystals in Butter Salt. We remove "big ones" so completely, you won't find even a trace on a 28-mesh Tylor screen. But they don't want fine dust, either, to cause pasting in the churn. Diamond Crystal Butter Salt contains only 3% of particles small enough to pass through a 65-mesh screen!

Yes, it's as vital to the butter-maker that we remove over-sized and under-sized salt crystals . . . as it is to the mouse to screen out that cat. (Well, almost as vital!)



Happily for the mouse, he got results. And so do we at Diamond Crystal. That's why you can always be sure of clean screening whenever you specify Diamond Crystal. Take your choice of grade or grain size—it's tops by actual tests!



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PROCESS **SALT**

ent included Gordon Nussbaum and Joe Burke, among others.

PREMIER CASING CO.—Occupying one of the most elaborate of the Stevens suites, Premier headquarters was an important stopping place for convention visitors. President Milton Goldberg and his ever-increasing circle of friends partook of refreshments and other delicacies served to visitors. Others from the Premier organization present included Dan Summer, Herman Goldberg, Al Weil, Robert Bechstein, Jean Hax, Jack Shribman, Leo Weiglin and Anton Heilig.

THE PRESERVATIVE MFG. CO.—This year more than ever before packers and sausage manufacturers thronged to Preservative headquarters at the Stevens. Lee Kenyon, secretary and treasurer of the company, headed the list of "Presco" men, ably assisted by Ted Brown, Ed Gisch, M. J. Ryan, T. B. Halpin, Louis Rosmarin, A. A. Schaffner and Karl Rein. Preservative's 68 years' experience in supplying the industry with its famous "Presco" pickling salt

Packers' Post-War Plans Aided by Suppliers

1. George F. Reichert, western representative; George Terry, president; Andrew T. Terry, vice president, and Preslie H. Turner, western representative, Mongolia Importing Co., Inc.
2. R. D. Handley, advertising manager, New York; M. M. McCaughey and H. A. Hansen, Chicago office, all of Sylvania Industrial Corporation; seated, R. D. Nelson, manager sausage division, John Morrell & Co., Topeka, Kansas; L. R. Swift, Chicago office of Sylvania; D. F. Houdeshell, manager, sausage division, John Morrell & Co., Sioux Falls.
3. G. E. Hinchliff in charge of packing-house sales of Johns-Manville Co., New York City.
4. C. C. Van Dyne, district representative in Chicago of Diamond Crystal Salt Co.
5. E. L. Antonen, vice president; H. F. Webster, vice president and general manager, Denman Tire & Rubber Co. of Warren, Ohio.

6. P. A. Bryan and Clyde Tompkins, advertising manager, Reynolds Electric Co., Chicago.
7. M. C. Phillips, vice president of Griffith Laboratories, Inc., Chicago; Joseph Slotkowski, proprietor of Slotkowski Sausage Co., Chicago, and Howard A. Levy of the sales department of Griffith Laboratories snapped in registration lobby.
8. A. A. Hess, Continental Electric Co.; and W. D. Galloway, Arkell Safety Bag Co., Chicago office.
9. C. W. Warkocz, general superintendent, Oswald & Hess Co., Pittsburgh, Pa.; P. S. Schuster, sales representative, Afral Corporation, New York City; W. E. Oliver, general manager, Afral Corporation, New York City, and C. G. Pieper, assistant superintendent of the Pittsburgh, Pa., company.
10. Harry Bobsin, president, Bobsin Casing Co., Chicago, and Maurice Ettlinger, casing broker, New York.



PERSONALITY OCTET FROM BROOKLYN

Playing host for the Preservative Mfg. Co., Brooklyn, N. Y. were (l. to r.) A. A. Schaffner, Louis Rosmarin, Karl Rein, T. B. Halpin and M. J. Ryan, all sales representatives; Lee Kenyon, treasurer; Ed Gisch and Ted Brown, sales department.



THEY EXTENDED THE HAND OF FELLOWSHIP

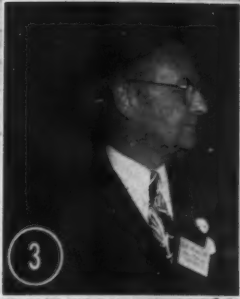
On hand again this year was a group representing the Daniels Mfg. Co. of Rhinelander, Wis. The cameraman caught them between sessions of the meeting as they appear here. Left to right are C. W. Zuehlke, Ernest Draheim, P. D. Heim and Art Kenaston, Chicago manager for the firm.

and Boar's Head seasonings have established this firm as an authority, and many within the industry rely on the company to aid them in their merchandising and processing problems.

PURE CARBONIC, INC.—The efficient staff of Pure Carbonic was on hand again this year at the firm's friendly headquarters to greet visitors and explain the advantages of dry ice for refrigerating truck and freight car shipments. This concern has nationwide system of distributing stations in principal cities. The guests were received with the usual hospitality and were given helpful and useful information on refrigerating meats and meat specialties in transit. Greeting the visitors at this year's AMI meeting were: G. C. Cusack, vice president; C. W. King, E. P. Mitchell, T. H. Townsend and C. T. Hunt.

READY FOODS CANNING CORP.—A display of some of the meat items canned by this company under its well-known "Leeds" brand, was shown. The labels used on the cans are especially attractive and must tempt the buyer to purchase. A most pleasant time was enjoyed by all with Henry E. Staffel, president of the company; Joe Hurley, assistant to the president, and J. W. Sparr, superintendent, as hosts.

ST. JOHN & CO.—One of the most popular headquarters for the visiting packers and sausage manufacturers was the St. John & Co. suite. Valuable information and constructive assistance were given by the staff, and the constant flow of visitors indicated that the line of St. John equipment is well-known throughout the industry. Oscar Biedermann, head of the firm, was one of the busiest men because of his thorough knowledge of meat plant operations. Assisting him were Blair Adams, sales manager; J. C. Luehrsen, superintendent; Ray Ristow and Steve Greenwich, engineering department; E. C. Luehrsen, purchasing, and Henry Reilly order department.



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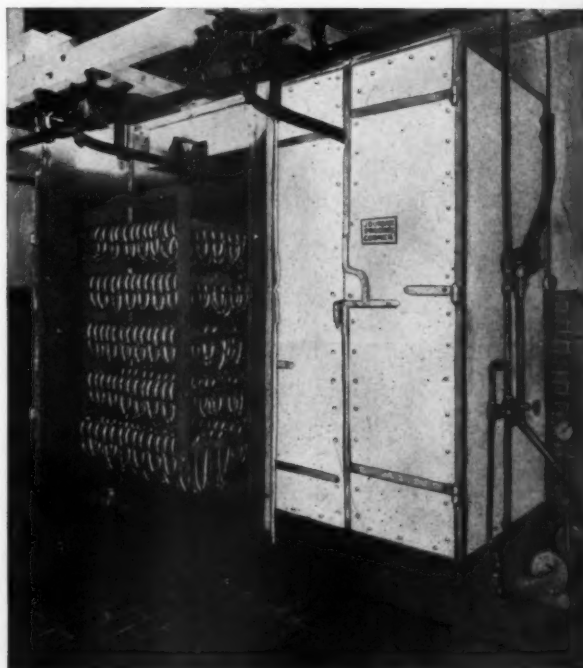
Your Cook Room is not a production bottle-neck if you have a JOURDAN. Remember way back—before JOURDAN—how you used to sweat and cuss and mess-up perfectly good sausage. Those were the days when you threw your money down a VAT-HOLE. Today, you have SPEED—EFFICIENCY—and CERTAINTY that your Product is PERFECTLY COOKED.

If you need a NEW COOKER, we can supply you now. If you have none, we're ready to take care of you pronto. Remember, there's a lot of good money sunk into vats in WASTED LABOR and SHRINKAGE. PROCESS COOKING will stop this LOSS. You could do something about it today, you know. Just write.

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Best proof of Montgomery Elevator performance is our continuously growing list of customers in the packing industry and the fact that our first customer, way back in 1913, is still one of our best. We have made over 200 installations for this one customer, one of the world's leading packing companies, during this 30 year period.

If you are planning a specific project, Montgomery Elevator Company invites you to take advantage of the wealth of experience gained in meeting the exact requirements of scores of Packers. Write Dept. N-22.

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SARDIK FOOD PRODUCTS CORP.—Sardik was represented at the 1945 convention by Paul Lundy, vice president, and Roy A. Asmussen, midwest manager. While this was the first packer's convention at which the firm has been represented, an excellent reception was accorded the company. Dehydrated apple flakes and tomato flakes for use in processed meat items were stressed.

SAYER & COMPANY—The Sayer hospitality headquarters as usual was one of the busiest at the Stevens. Its staff of veterans in the casing field was kept busy entertaining. Among the guests were some of the best known people in the meat packing industry. Sayer hospitality was dispensed by H. W. Townsend, general manager; Mack Warner, assistant general manager; K. Georgi, L. R. Hausman, D. Devine, L. Luft, F. Meyer, E. Feih, Jack Brown, Geo. E. Stutz and, last but not least, "Bill" Eyler (retired), 75-year-old dean of casing salesmen. Music was supplied by an expert accordionist.

SHELLMAR PRODUCTS CO.—The Shellmar headquarters attracted many visitors this year. For many years the Shellmar name has meant a complete line of high grade printed cellophane packages and wraps for the meat packing industry. The interest in packaging materials was high at the convention and guests found the Shellmar rooms a good place to bring their problems. The pleasant atmosphere of hospitality was created by the capable staff, including J. Harold Huse, H. M. Ness, W. T. Ross, Frank K. Fales and A. A. Levenson.

H. P. SMITH PAPER CO.—The Smith Paper Co., always among the top ranking hosts to conventioners, greeted its many friends this year at spacious and attractive headquarters in the Royal Skyways suite. As in past

Comings and Goings at Convention Headquarters

1. Art Kenaston, in charge of Chicago office; Ernest Draheim, general manager; C. W. Zuehlke, in charge of Philadelphia office, all of Daniels Manufacturing Co., Rhinelander, Wis.
2. J. O. Christerson, M. J. Lynn, Warren G. Henry, all of E. G. James Company, Chicago brokers; Hy Myers, Guggenheim Packing Co., Wichita; Blair Adams, St. John & Co., Chicago.
3. R. M. Perkins and Joe Murray, of Linker Machines, Inc., Newark, New Jersey.
4. This is a shot of the H. P. Smith Paper Co. hospitality room, one of the more popular rooms for gaiety and business.
5. M. H. Rottersmann, vice president, and Henry Rottersmann, president, Advance Oven Co., St. Louis, Missouri.
6. Standing (left to right) are B. A. Berry, North American Car Corp.; E. P. Niermann, B. Gross & Co., Chicago; A. Jacobs, Illinois Central Railroad; J. Flanagan and F. O. Loeffler, North American Car Corp.; H. W. Brown, A. & P. Tea Co.; W. E. Cleveland, New York Central R. R.; G. G. LaPlant, Michigan Central Railroad; Seated are E. L. Hirsch, Guggenheim Packing Co., Chicago; J. J. Ryan, North American Car Corp.; George Strachan, Guggenheim Packing Co., Chicago, and T. H. Graver, H. Graver Packing Co., Chicago.
7. Standing are M. L. Asmus, manager; L. J. Asmus and H. J. Elliott all of Asmus Bros. hospitality headquarters; J. Fred Schmidt, vice president, J. Fred Schmidt Packing Co., Columbus; O. Johnson, sales department, Grand Rapids Packing Co., Grand Rapids; Seated (left to right) are Wm. Ulmer, partner, Donelson Packing Co., Carey, Ohio; Mrs. Wm. Ulmer; C. Pastoor, president, Grand Rapids Packing Co., Grand Rapids, Michigan.

8. Standing (left to right) are Blair Adams, sales manager; Ray Ristow, engineering dept.; Oscar Biedermann, general manager, and J. C. Luehrsen, superintendent, all of St. John & Co. Seated are K. C. Luehrson, purchasing department; Henry Reilly, order department, and Steve Grenvich, engineer of the same firm.
9. Irving Zeiler, Wm. J. Stange Co., New York; H. Korab-Janiewicz, Pasco Meat Products, Inc., Newark, N. J.; Joe Graf, Wm. J. Stange Co., Chicago.
10. C. R. Skidd, dry ice division, Liquid Carbonic Corp.; Jay Bowman, American Meat Institute, and Robert Matthei, Research division, Liquid Carbonic Corp.
11. Federated Mills Co. and Herman Waldman Co. were represented by Host Herman Waldman (center). Among those present were Byer Walter, Oscar Mayer & Co.; George Maier, Golden Oak Pkg. Co., John Popovich, Armour and Company. To better serve his guests, Host Herman stripped off his coat.
12. E. C. Hoxie, in charge of Midwest territory, Basic Vegetable Products Co., Vacaville, Calif.
13. Manley Callender, assistant to Chicago manager; H. C. Broems, Chicago manager; N. Allen, technical specialist, Wilmington, Del., and M. C. Pollock, promotion manager, Wilmington, all of E. I. du Pont de Nemours & Co., Inc.
14. Henry Klein, Matthew F. Klein Co., Detroit; S. Ray Waite, sales manager, and H. D. Laughlin, both of Aromix Corporation, Chicago, and A. E. Schneider, Armour and Company, Chicago.
15. Doss Luitwieler, Manufacturers Cooperative Association; Claude L. Brown and Earl Fisher of Ken-Rad Tube & Lamp Corp.; A. Frankel, Westinghouse, Tendency division; R. F. Tucker of Ken-Rad.



THEY HAD GOOD CAUSE TO SMILE

Hosts and guests alike found the time passed quickly in headquarters of the Milprint Co. as this photo testifies. In this group are (l. to r.) standing: J. B. Hopkins, Cliff Williams and R. A. Long, all of Milprint; W. F. Fried, Fried & Reinemann, Pittsburgh, Pa.; Jim Baker and E. C. Schaefer of Milprint; J. A. Muth, Rath Packing Co., Waterloo, Ia.; Earl Hardman and Russ Faulkner of Milprint. Seated: Elmer Roh and Harry Jones of Milprint.

years, the HPS staff was busy assisting visitors with constructive suggestions as well as enabling them to relax and enjoy the entertainment and refreshments which were always plentiful there. Photographs were again taken of the visitors, and some of the industry's most prominent members were seen enjoying this feature. Carr Sherman, the firm's president, was on hand with his staff this year to greet the constant flow of guests. Everyone was glad to see him back after service in the armed forces. Assisting Mr. Sherman were Ed Schoenthaler, vice president in charge of sales; P. J. Massey, vice president in charge of development, and the sales staff, which included Earl Townsend, George Malmgren, Jack Pendexter, Evan Shelby, Frances McGillis, Eleanor Franklin and Frances Sadatich.

JOHN E. SMITH'S SONS CO.—This company's suite continued to be one of the most popular at AMI conventions. The constant flow of visiting packers and sausage manufacturers to the "Buffalo" suite indicated that when hospitality and sound information are given by able personnel, they are truly appreciated. The industry-wide acceptance of

Blair
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**WE SAID IT
LAST YEAR . .**



REGARDLESS FROM WHOM YOU BUY THEM

NATURAL CASINGS

WILL MAKE A BETTER PRODUCT

REGARDLESS FROM WHOM YOU BUY THEM

NATURAL CASINGS

WILL MAKE A BETTER PRODUCT

**WE SAY IT
AGAIN
THIS YEAR**



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David Hight

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CLEANS & STERILIZES

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Retards Rust

REDUCES BACTERIA COUNT

Potent to the Last Grain

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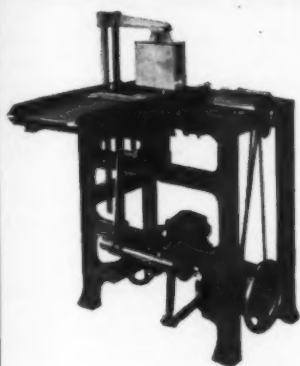
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Leland Chemical Co., Inc.

Milwaukee 4, Wisconsin

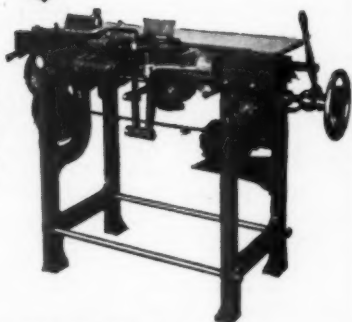
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PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute. One operator required.

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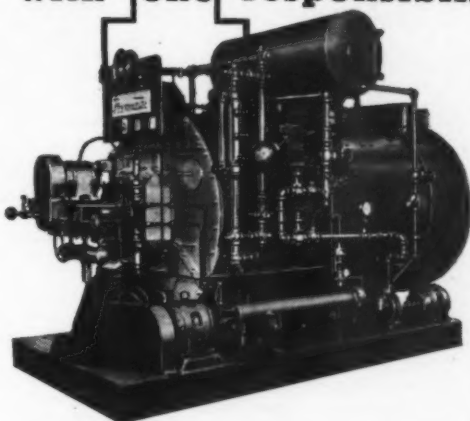
If you are not using PETERS economical packaging machines in your Lard and Shortening department at present, it will pay you to investigate the many advantages which they offer. High operating efficiency and low maintenance costs will increase your Lard and Shortening department profits.

Send us a sample of each size carton you are now using and let us show you how PETERS machines can help solve your packaging problem.

PETERS MACHINERY CO.
4700 Ravenswood Ave. Chicago 40, Ill.



in one unit . . .
from one source . . .
with one responsibility



Here's how to solve all your steam generating problems without moving away from your desk!

HAVE ONE OF OUR ENGINEERS:

1. CHECK your present and future steam requirements . . .
2. RECOMMEND the proper size generator to do the job most efficiently, at lower cost . . .
3. INSTALL a "packaged" ready-to-use Powermaster that will give you speedy steam in a matter of minutes . . .
4. SERVICE this compact, fully-automatic power plant with minimum attention on your part!

He's backed by 60 years of O & S boiler engineering and manufacture.



GET A POWERMASTER UNIT . . . or bulletin for further information from Orr & Sembower, Inc., 970 Morgantown Rd., Reading, Pa.

ORR & SEMBOWER INC.

READING



PENNA.

Builders of Better Boilers Since 1885

*T. M. REG. U. S. PAT. OFF.

the "Buffalo" line of sausage manufacturing equipment, along with expert helpful advice given by the staff, makes visiting this company's headquarters a "must" each year. Friends and visitors this year were greeted by Richard C. Smith, president; Walter J. Richter, vice president; Herbert Hunn, chief engineer; Jason B. Sabean; W. F. Mueller, and Harry J. Horton.

SPICENE CO. OF AMERICA—"Carload" Harry Altman, president, expounded the Spicene creed among convention visitors again this year. He enjoyed meeting his friends and offered them every possible assistance. Mrs. Altman joined him this year in helping the guests enjoy their visit to the Spicene suite.

A. E. STALEY MFG. CO.—Soya flour as a binder for sausage and meat specialties was on display, as well as samples of the products in which it is used. Literature explaining the many uses for soy products in the meat packing industry was available for the visitors, and personal attention was given by George Walker, manager of the specialties division, together with S. S. Snell, P. J. Braun and R. L. Lipsky.

WM. J. STANGE CO.—C.O.S. seasonings and N.D.G.A. were the major topics of business discussion in the Stange suite, where a general air of hospitality and good fellowship was always evident. It would be hard to find a group with more friends than the Stange organization, and president W. B. Durling, vice presidents E. J. Marum and Aladar Fonyo, and the concern's sales organization were always in great demand. Assisting in meeting and entertaining guests were Ted Lind, "PeeWee" Hughes, Vernon Berry, John L. Terry, J. Foran, S. J. Davin, George Foster, Irving Zeiler, Joe Graf and Boyd McKeane.

Packer and Supplier Army Takes Over Stevens

1. M. J. Leis, sales manager, enjoying a story with James H. Wells, president, Identification, Inc., Chicago.
2. Bob Ballantyne, sales engineer, Tenderay division, and Lou Menges, manager, Tenderay division, Westinghouse Electric Corporation, Bloomfield, N. J., talk things over.
3. Norman Wright, owner, Wright Packing Co., Booneville, Ind.; Mack Hoffa, wholesaler, Evansville, Ind., and J. H. Edmondson, Chicago Cold Storage division of Beatrice Creamery Co.
4. William E. Graham; Henry Schelberg, jr., New York city sales, and Z. K. Lamber, U. S. Slicing Machine Co., LaPorte, Ind.
5. Sam Marks, president, and his son, R. H. Marks, vice president, Enterprise, Inc., Dallas, Texas.
6. A. Kupfer, Chicago sales, and John H. Downer, Chicago district manager, Exact Weight Scale Co., Columbus.
7. R. A. Hawley, owner, Meat Packers Equipment Co., Oakland, Calif., and H. D. Cameron, vice president, Jones Superior Machine Co., Chicago.

8. Milton Goldberg, president, Premier Casing Co., Chicago, and H. W. Jameson, president, David Davies, Inc., Columbus, Ohio.
9. Mr. and Mrs. W. E. Oliver resting in the hotel lobby. He is general manager of Afral Corporation, New York city.
10. Charles W. (Old Timer) Dieckmann, president of Specialty Mfrs. Sales Co., Chicago, who never misses a convention.
11. Al Byk, president, and Harvey L. Fleischer, general manager, Packers Products, Inc., Cleveland, Ohio.
12. Herman Schmidt, president, and William G. Schmidt, vice president, Cincinnati Butchers' Supply Co., Cincinnati, Ohio.
13. Ben Lupoff, vice president, and Sol Lupoff, president, Hamburg Casing Co., Inc., New York.
14. This trio includes J. C. Lundmark, sales engineer, Chicago, V. D. Anderson Co.; G. F. Thomas, secretary, Prater Pulverizer Co., and W. H. McCormack, sales engineer, Cleveland, V. D. Anderson Co.
15. Sol Morton, president, and John Aspan, research technician, Meat Industry Suppliers, Inc., Chicago.

SYLVANIA INDUSTRIAL CORP.—

This year, as at past conventions, the Sylvania casing hospitality suite was one of the brighter spots. A constant flow of packers and sausage manufacturers visited the rooms to relax and get information on sausage and meat packaging problems. The firm's representatives attending the AMI meeting were R. D. Handley, advertising manager; Arthur J. Horgan, Chicago branch manager; M. M. McCaughey, and H. A. Hansen.

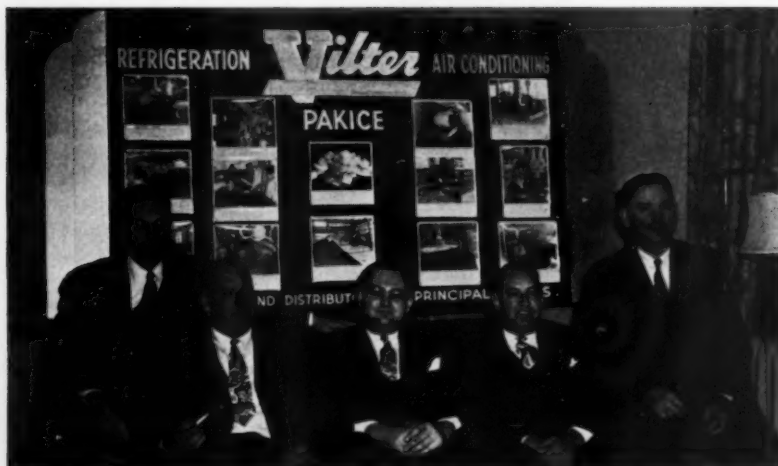
TRANSPARENT PACKAGE CO.—

Only the limitations of space prevented

greater crowds of visitors at "Club Teepak." Presenting the usual informal atmosphere of the "Club," in combination with unusual refreshments, the concern's headquarters succeeded in attracting the customary large quota of visitors. Rumors of impending important product announcements by the concern also brought many interested visitors, who were greeted and entertained by Seymour Oppenheimer, vice president E. O. Johnson, assistant sales manager W. J. Hullinger, E. E. Northway, L. B. Tauber, M. Craig, D. A. Heyne, F. H. Strauss, M. L. Hoffman, Bob Sachs, S. H. Peiker and R. A. Morse.

TRAYER CORPORATION—As usual, the Trayer hospitality rooms were crowded during the convention. Packaging problems vanished into thin air when exposed to the "know how" of this capable staff. In addition to the regular extensive line of printed cellophane wraps, a new patented cellophane liner for fibre shipping containers won much attention, as did a new frozen food pouch of cellophane for hamburger, etc. Assisting George Trayer, president, in welcoming guests were Paul Trayer, secretary; "Bob" McCreary, sales manager; V. J. Sheridan, Chicago sales; Carl W. Dickinson, Pittsburgh representative; C. D. Ackerman, Cleveland representative; George Trapp, and Fred Rodenberger of the sales department.

U. S. COLD STORAGE CO.—Guests at the U. S. rooms were received in a congenial atmosphere of good fellowship. There was much interest in the facilities of the organization that enabled it to handle 15,000 carloads of perishable products for governmental agencies per year during wartime, in addition to the firm's specialized business of meat cold storage. Packers were interested in the blast freezing of



REFRIGERATION PROVES A WARM TOPIC

The many services rendered the meat packing industry by the Vilter Mfg. Co. were explained by its friendly representatives shown here with a packer guest. In the group (l. to r.) H. J. Jessel, sales promotion and advertising manager, Vilter Mfg. Co.; George F. Lauth, secretary and general superintendent, Heil Packing Co., St. Louis, Mo.; W. L. Nahin, general sales manager, Vilter; H. H. McKinnies, regional sales supervisor, Vilter, and T. J. Byrnes, Omaha district manager, Vilter.

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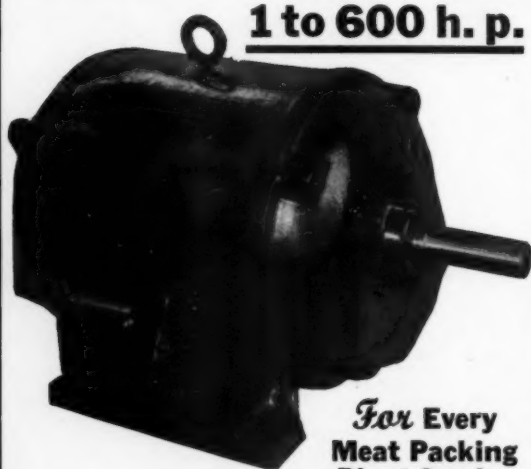
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**Meat Packing
Plant Service**

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Factories: Newark, N. J. & Rockford, Illinois

BUNN TYING MACHINES

are used
by packers
for tying:

**SAUSAGE
BOXES**

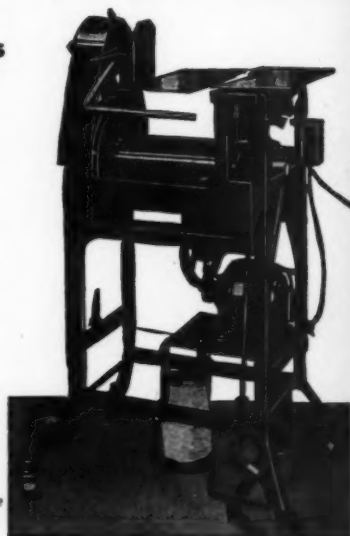
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in 1.2 seconds.*



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7605 VINCENNES AVE. CHICAGO 20, ILL.

New Gravity Roller Conveyors

For As Low A Price As \$2⁴⁰ A Foot!

This is the cost of a light duty roller gravity Conveyor with rollers spaced 6" and Roller Diameter of 1 $\frac{1}{4}$ "; thus a 10 foot section would be \$24.00.

However they are available in many other combinations at various prices which are shown in an interesting circular which we would be glad to send you.

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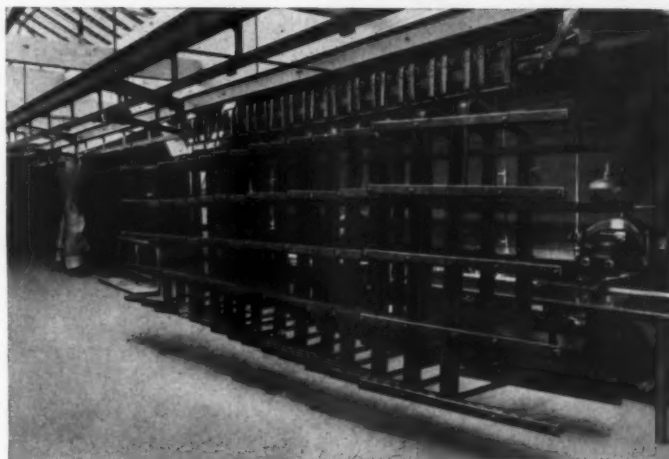
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**WILBUR &
WILLIAMS**

*Penetrating
Protective
Paints*

For Damp Surfaces
... Prevents and
Checks Rust and
Corrosion



A partial list of the packinghouse equipment we manufacture is as follows: Tracking, Switches, Tables, Gambrels, Conveyors, Scales, Smokehouses, Trolleys, Trucks, Racks, Cages, Hooks, Hoists, Trees.

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Streamlined Sausage Cages save valuable space when not in use. Illustration shows 15 cages in a 15-foot span.

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"Specializing in Overhead Tracking"

9-10 T WHARF

BOSTON 10, MASS.

Railroad Transportation Is Most Dependable Year 'Round Service

Economy Plus Satisfactory Delivery of Your Products Assured with Mather Stock Car Co.'s Low Temperature Super Insulated Refrigerator Cars



Low temperature with least possible ice consumption is accomplished in this car by Mather patented method of construction and application of insulation. This insures transportation of food products in a clean and wholesome condition and at the proper temperature, thereby eliminating claims for spoilage in transit. These cars are saving shippers one-half of their usual icing expense. Full steel underframe with steel superstructure

frame construction protects the insulation 100% even with severe switching shocks, also eliminates weaving, etc., which is so destructive to insulation in ordinary cars. The following are some of the users of these cars who are receiving the benefits of modern principles of refrigerator car construction. Ask the people who use them. For further particulars address the builders.

Agar Packing & Provision Co.
Hunter Packing Co.

Hygrade Food Products Corp.
John Morrell & Co.

The Rath Packing Co.
Wilson Car Lines
United Protective Car Co.

MATHER STOCK CAR CO., CHICAGO 1, ILL.



FOUR HOSTS AND GUEST IN A SERIOUS POSE

Snapped with representatives of U. S. Thermo Control Co., Minneapolis, Minn., was John Eckrich, second from left, director of Peter Eckrich & Sons, Inc., Fort Wayne, Ind. Others (l. to r.) are M. B. Green, sales manager; S. S. London, advertising manager; C. S. Capps, service manager, and J. Breslin, engineer, U. S. Thermo Control Co.



THE RACE IS TO THE STRONGEST

The Marathon Corp., Menasha, Wis., headquarters was manned by this trio, pictured here with an Army officer guest. They are (l. to r.) M. A. Dawson, Frank L. Broeren and John Bonini of Marathon, and Major R. R. Melson, Army Quartermaster Corps.



UPHOLDING THEIR REPUTATION AS EXCELLENT HOSTS

Traver Corp. convention headquarters was the scene of almost constant fun and joviality as packer friends dropped in to say hello and stay for a chat. Included in this group are Howard Gottlieb, Oscar Mayer & Co., Chicago; Paul Traver, secretary, George Traver, president, V. J. Sheridan, Carl W. Dickinson, Pittsburgh. Standing: C. D. Ackerman, Cleveland territory, all of the Traver Corp.; and four men from Wilson & Co.: Matt Reid, D. J. Jacobs, Carl Fowler and W. T. Bradford.

Help and Hospitality Cheerfully Extended

1. E. E. Northway, production department; L. B. Tauber, sales department; M. Craig, sales department; D. A. Heyne, sales department; E. O. Johnson, vice president in charge of sales; F. H. Strauss, sales department; M. L. Hofmann, sales department; W. J. Hullinger, assistant sales manager and "Bob" Sachs, salesman, all of Transparent Package Co., Chicago.

2. Jean Hax, Dan Summer, Herman Goldberg, Al Weil, Milton Goldberg, president, and Jack Shribman, all of Premier Casing Co., Chicago.

3. H. K. Mizruchy, F. C. Bergman, M. E. Bush, C. A. Faye and R. E. Hawley of J. S. Hoffman Co., Chicago.

4. Seated (l. to r.) are N. B. Berkowitz and Lester Lyons, salesmen; Martin D. Levy, vice president; David A. Weill, vice president, and Leonard D. Weill, manager. Those standing are Egon Hertz, Mike Baker and Al Freud, salesmen; H. H. Chichester, superintendent, and Duke Reichenbach and Al Byk, salesmen, all of Berth. Levi & Co., Chicago.

5. Standing (l. to r.) are E. Balestier; P. E. Jones; W. R. Hemrich, advertising manager; C. A. Beckman; J. V. Smith; C. W. Whitford and R. J. Lindahl of the Viking Corporation. Seated are H. A. Lotka; G. Freund, vice president; H. R. Medici, vice president; L. E. Houck, sales manager, E. B. Cahn, sales supervisor, and D. S. Nay of Viking.

6. S. H. Peiker, superintendent; R. A. Morse, technical director, and Seymour Oppenheimer, all of Transparent Package Co., Chicago.

7. Marcus Moch, Detroit; Sol Morton, president; Ray Wilson, southern representative; (Rear) John Lowe, Midwest representative; Bob Crosby, office manager, and John Aspan, research technician, all Meat Industry Suppliers, Inc., Chicago.

8. Seated (l. to r.) are William A. Eyster; H. W. Townsend, general manager and M. Warner, assistant general manager. Standing are K. Georgi, L. R. Hausman, D. Divine, L. Luft, Fred Meyer, E. Feih and Jack Braun of Sayer & Company, Brooklyn, N. Y., and George E. Stutz, sales manager, Chicago office of Sayer.

9. H. J. Altheimer, sales, and M. Kraus, sales, of Independent Casing Co., Chicago; Sam Isaac, New York manager; Mike Deming, sales; L. W. Pfaelzer, president; C. A. Raynor, vice president, and H. W. Strauss, sales, all from Independent's Chicago headquarters.

10. Standing (l. to r.) are G. H. Krohn, R. J. Cauwels, Chas. E. Holt and H. G. Johansen, while seated are S. J. Warren, F. I. Ryan and H. W. Clubb, all Cudahy Packing Co., Chicago.

sage that keeps spice flavor and color with practically no shrinkage. Hosts were R. M. Conner, executive vice president; C. C. Trask, vice president; R. Nelson, manager ice department; T. E. Evans, assistant plant manager, Elmer Aird, traffic manager, and T. J. Walter, sales representative.



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AIR CONDITIONED SMOKEHOUSE INSTALLATIONS

for Meat Packing and Processing Plants

C. J. COX ENGINEERING CO.

625 Putnam Ave., CAMBRIDGE, MASS.

DRY MILK



Pure fresh liquid milk with nothing added and nothing removed except fat and water.

Improves absorption, flavor and slicing in sausage and loaves.

SIMMONS DAIRY PRODUCTS LTD.

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McDONALD REEL OVEN

Savings in baking costs have paid for thousands of these famous ovens . . . packers in every part of the country report complete satisfaction and many extra years of dependable performance. It will pay you to investigate the McDonald Reel Oven!

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KANSAS CITY, MISSOURI

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| • Sausage Meat Trucks | • Smoke House Trucks |
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| • Ham and Bacon Trucks | • Conveyors |
| • Dump Trucks | • Containers |
| • Transfer Trucks | • Retort Crates |

Backed by years of packing plant engineering

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We are open for your 1946 GLAND PRODUCTION

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Tomorrow's Refrigerating efficiency will depend on the decisions you make today. Before reaching a conclusion on the Low Temperature Insulation that will lastingly serve your most exacting requirements, you'll want to consider the facts from every angle. So, write today for PALCO WOOL Insulation Manuals and request a sample. Put PALCO WOOL to test and you'll find it the best by every comparison.

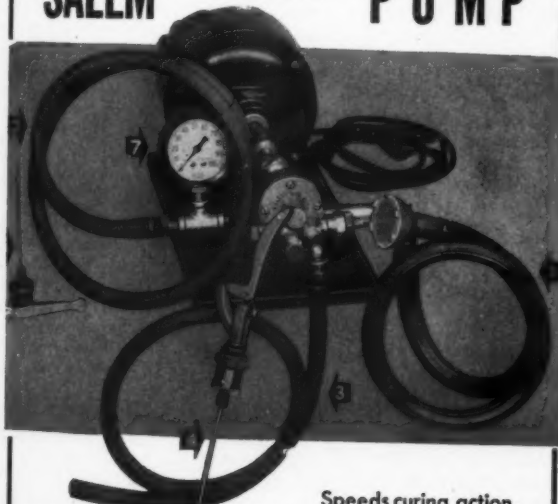
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SALEM "Sure Cure" PUMP



For economy, efficiency and 100% satisfaction.

Speeds curing action, gives better pickle distribution, saves time and effort.

Also manufacturers of the Silver Ham Pump, Hand Sausage Stuffers, Hand Lard Presses, Brine Guns and Aluminum Scoops... Artery and Spray Needles for every type of pump.

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Plan now with **HOWE**

TO MODERNIZE YOUR REFRIGERATION EQUIPMENT

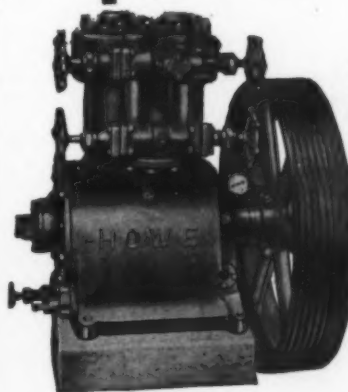
Up-to-date refrigeration equipment can increase efficiency and lower operating costs in your plant.

A study of your present equipment may reveal many units that should be considered for replacement, or places where complete new equipment should be added.

Plan now to make necessary changes.

Take advantage of our long experience in analyzing needs and building refrigeration equipment to meet them.

Profit by using our "Know Howe" from 33 years of engineering and building refrigeration equipment for the packing Industry.



We furnish complete refrigeration systems tailored to your needs. All types of replacement units—2 and 3 cylinder ammonia compressors up to 150 ton; all sizes of freon and methyl condensing units; self-contained automatic ammonia units; shell and tube condensers; brine and water coolers; unit coolers and fin coils; air conditioning units.

Call IRVing 8160 when you are in Chicago, or write for full data on Howe Units.

HOWE ICE MACHINE COMPANY

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HOWE Refrigeration

U. S. SLICING MACHINE CO.—Demand for U. S. heavy duty slicers indicates the heavy requirements of the industry for this efficient machine. The company is finding conditions improving in being able to take care of orders with greater speed. The latest heavy-duty bacon slicer was illustrated for the guests who were greeted by President H. C. Pfister, William E. Graham, Z. K. Lamber and Henry Schelberg.

U. S. THERMO CONTROL CO.—Representatives of this well-known organization, manufacturer of the Thermo King, the only automatic transport refrigeration system, were hosts to a large number of visitors at this year's AMI convention. The staff, headed by M. B. Green, sales manager; C. S. Cappeles, service manager; J. Breslin, service engineer; H. H. Kolbo, and S. S. London, advertising manager, explained the advantages of the firm's mechanical refrigeration unit for trailers and trucks, and gave visitors advice on various problems in connection with the transport of perishable products.

THE VILTER MFG. CO.—The Vilter hospitality suite at the Stevens again proved a popular meeting place for packers and sausage manufacturers. Visitors took advantage of the opportunity to discuss their plans for plant expansion and new processing methods with the Vilter engineers present. Many new developments in the field of meat freezing and storage pioneered by Vilter were discussed by members of the firm's staff. A very attractive photographic display of Vilter Pakice equipment installations was an interesting feature. Representatives of the firm were W. L. Nahin, general sales manager; H. J. Jessel, sales promotion and advertising manager; H. H. McKinnies, regional supervisor; T. J. Byrnes, district manager; D. E. Perham, sales engineer, and R. A. Klokner, manager, Chicago office.

THE VISKING CORPORATION.—The Visking headquarters duplicated its previous popularity for visiting packers and sausage manufacturers at this year's AMI meeting. The executive staff, as well as the entire sales staff, was on hand to welcome the firm's

A CROSS-SECTION OF THOSE IN ATTENDANCE

1. Among local men to visit the parley was John Hewitt of the Agar Packing & Provision Co., Chicago.

2. A trio from P. D. Camp & Sons, Cortland, N. Y. (l to r.) J. J. Camp, partner; John M. Samson, and William A. Chapman, accountant.

3. John Jones, provision manager, Geo. A. Hormel & Co., Austin, Minn.

4. Smile awhile is the motto of Ellard Pfaelzer, Pfaelzer Bros., Chicago.

5. Typical group in suite of Sunderland, DeFord and Dunlap (l. to r.) standing: George Sunderland, Henry Davis, Ed Mandernack, Jim Derby and Harold L. DeFord. Seated: George H. Dunlap, jr., Helen Swatniki and H. C. Mueller.

6. A couple of Wilson & Co. representatives: C. P. Barnett (left), engineering department, and Jim Hausmann, assistant advertising manager.

7. Frederick G. Weimer, vice president and general manager, Weimer Packing Co., Wheeling, W. Va., looks the camera squarely in the lens.

8. Hilarity holds forth when this foursome gathers during off moments (l. to r.) J. M. Foster, vice president in charge of operations, John Morrell & Co., Ottumwa, Ia., Elmo Roper, one of the speakers at the annual dinner; R. A. Rath, president, Rath Packing Co., Waterloo, Ia., and John F. Krey, executive vice president, Krey Packing Co., St. Louis, Mo.

9. F. C. Raney, purchasing agent, John

Morrell & Co., Ottumwa, Ia.

10. Jay C. Hormel (left), president, Geo. A. Hormel & Co., Austin, Minn., chats with Frank Hunter (center), president, Hunter Packing Co., East St. Louis, Ill., and Howard V. E. Hunter, vice president of the same firm.

11. A cheery smile characterizes Henry E. Davis, fresh meat purchasing division, Libby McNeill & Libby, Chicago.

12. T. H. Hocker, vice president, Geo. A. Hormel & Co., Austin, Minn., wears a very businesslike expression.

13. Hospitality was the keynote in many rooms throughout the Stevens during the annual meeting, as this photo, taken in Hess-Stephenson Co. headquarters, indicates.

14. A busy man throughout the convention was E. W. Files of the AMI.

15. Intently studying the camera are (l. to r.) seated: Max Guggenheim and Barney Kohn, both of the Guggenheim Packing Co., Chicago. Standing: Herbert Guggenheim and Hy Myers of the Guggenheim Wichita, Kans., plant, and Henry E. Bender, Henry E. Bender & Co., Chicago brokers.

16. Olin Johnson, sales department, Grand Rapids Packing Co., Grand Rapids, Mich., awaits the opening of the final morning session.

17. T. L. Murray, Kennett-Murray Livestock Buying Organization, Nashville, Tenn., who is not always as sombre as he appears in this photo.

friends and visitors. As usual, an excellent selection of refreshments was available, along with unusual entertainment provided by John Paul, magician. The guests were welcomed by G. Freund, vice president; H. R. Medici, vice president; L. E. Houck, sales manager; E. B. Cahn, sales supervisor; W. R. Hemrich, advertising manager; E. Balestier; P. E. Jones; C. A. Beckman; J. V. Smith; C. W. Whitford; R. J. Lindahl; H. A. Lotka, and D. S. Nay.

WESTERN WAXED PAPER CO.—It was natural that packers and sausage manufacturers should visit Western Waxed Paper headquarters and spend considerable time with the host, C. D.

Mullinix, creator of the Mullinix line of ridged compact packages for bacon, sausages, butter, and margarine, which are grease and moisture proof. This concern is a relative newcomer in the meat packing field, but its years of experience in packaging and merchandising enable it to render a real service to the meat packing industry.

WESTINGHOUSE ELECTRIC CORP.—Lou Menges, manager of the Tenderay division, headed the entertainment committee and was assisted by A. Frankel, manager electronics division, and Bob Ballantyne, sales engineer. The popularity of the firm and its staff was attested by the steady stream of visitors. The famous Tenderay process is of interest to all packers and many questions were answered by the hosts.

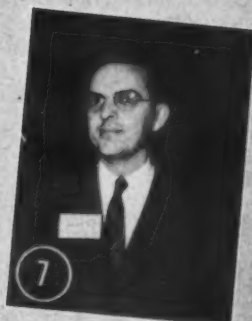
YORK CORPORATION—As usual, the York hospitality suite was one of the busiest and most popular. The York men, some of the best qualified to assist packers and sausage manufacturers with their refrigeration problems, spent every available minute giving their guests useful and sound information. Assisting R. E. Miller, manager of industrials sales, were C. G. Quermann, Fred Brandt and G. W. Ashlock.

A new killing floor is being built at the Bay City plant of the Peet Packing Co., Harley D. Peet, president, revealed while at the AMI meet. The concern recently completed a new hog killing floor at the Chesaning unit.



POPULAR THREESOME

Snapped before the AMI registration desk was this trio composed of (r to l.) J. V. Jamison, jr., chairman, Jamison Cold Storage Door Co., Hagerstown, Md.; Harvey W. Wernecke, manager, advertising sales, The National Provisioner, and Fred H. Wagner, vice president, Jamison Cold Storage Door Co.



Convention Personalities

CONVENTIONS are made up of personalities—individuals who enjoy getting together with people having common interests, to discuss business or make contacts or renew friendships. This year's meeting was attended by a good mixture of familiar faces who make the trip each year to the convention, as well as by personalities not quite so familiar. Notable, too, were many returning servicemen, some still in uniform and some in "civvies" for almost the first time, who were re-joining their companies.

These packers, sausage manufacturers, brokers, equipment suppliers and their friends found time in the streamlined meeting to visit and exchange views—in hotel rooms and lobbies and during breakfast or lunch in one of the dining rooms in the Stevens or nearby hotels. It was inevitable that this year there would be more talk of expanding and remodeling, of adding new equipment and other postwar developments.

Members of THE NATIONAL PROVISIONER staff informally interviewed quite a number of those who attended. The consensus was that this year's convention proved interesting and helpful to both packers and suppliers.

Here are some of the individuals whose presence was noted at the meeting:

Ira Lowenstein of "Superior" quality had his superintendent from his plant at the Twin Cities, M. H. Magers, in attendance with him. Mr. Magers is very proud of the catch basin they recently completed which was designed by his own staff.

B. & D. stands for Best & Donovan, the "personality plus" pair, who were unable to attend this convention—much to their sorrow. It was the first annual meeting they have missed since they entered business together many years ago.

Celebration of birth anniversaries seemed much in order at this meeting.

Ed Waterbury was proud of his 75th which fell on the 31st and Ted Murray celebrated his honored day on Monday, the 29th (but not his 75th, of course!). Ed was showered with congratulations and honored with special parties, while Ted Murray received the best wishes of his friends and staff and accepted a beautiful gun as a present from his staff.

A distinguished visitor was C. S. Pangman of the Oakleigh R. French & Associates staff, advertising counselors of St. Louis, Mo., who was particularly interested in the sessions on "What's Ahead in Meat Education" and "Wanted: Salesmanship."

The Mayer family of seasoning fame were an exceptionally busy crowd this year, particularly due to a shortage in the family representation. Charles Mayer is still in the Navy and H. J. Mayer, sr. found it necessary to be in another part of the country at the time. Frank Mayer and S. A. Mayer carried on the family tradition and were assisted by H. J. Addison, J. O. Strigle and Erwin Endres.

Harley D. Peet, president, Peet Packing Co., with plants in Bay City and Chesaning, Mich., arrived a day early to attend the Monday meeting of the sausage and casing committee of which he is a member. His "sidekick," R. D. Stearns, general manager, was missing, however, being confined to the hospital with an eye ailment. Young Doug Peet, Harley's son, made the trip with his father and appeared to be having a swell time while meeting many industry members, most of whom are old friends of Harley's.

A familiar face, absent from the past several conventions, was very much in evidence at this year's gathering when Harold Toombs, chief engineer of the Stevens hotel, came up from the engine room to circulate through the lobby. Toombs, formerly chief engineer for Armour and Company, seemed delighted at seeing so many old cronies, and his

They Bring Buyers and Sellers Together

1. Edward Hess, jr., Ray Stephenson and Stanley Hess, of Hess-Stephenson Co., Chicago.
2. Mario Sotolongo, Cuban broker.
3. Pete Bendt and Joseph T. Murphy of J. T. Murphy Co., Chicago.
4. Charles Isecovitz, packinghouse products broker, New York city.
5. Barney Odell, Chicago broker.
6. E. G. James, M. J. Mackin and H. C. Hudson of E. G. James Co.; A. H. Brown of Eli Lilly & Co., and E. P. Youkey, E. G. James Co. In the rear are M. J. Lynn and Lt. F. Currier, U. S. Navy, formerly with E. G. James Co.
7. Gordon B. Austin and George W. Whitting, Whitting & Austin, Chicago brokers.
8. Henry E. Bender, Henry E. Bender & Co., by-products broker, Chicago.
9. John V. Lucas, Nick Beucher, jr., Thos. C. Behrendsen and Ed. W. O'Reilly, all of Packing House By-Products Company, Chicago.
10. Roy H. Monson, R. H. Monson Company, Chicago brokers.
11. R. W. Earley, broker, New York city; Harry K. Lax of F. G. Rogers Co., Philadelphia broker, and Ben Grunstein, president, Ben Grunstein & Sons, Hoboken, N. J.
12. M. A. Bauer, Atlas Meat Co., Chicago; William L. Tapson, superintendent, Rose Packing Co., Chicago; J. R. Walsh, Gira-Walsh Co., and Ed Reilly and "Bud" Toppen, both of Miller & Hart, Inc. "Bud" is just out of the Army, having helped build the Alcan Highway.
13. D. J. Gallagher, Chicago broker.

pleasant, warm smile never vanished.

The popular Sami S. Svendsen, now an Army private stationed at Fort Bragg, N. C., managed to secure a leave in time to attend the annual meeting. Everyone was delighted to see him. With him was his wife who is handling his business affairs while Sami is in service. He is a Chicago broker in sausage casings and animal glands.

Southerners at the big meet—and they were many—appeared surprised that Chicago's weather could be so mild late in October. They were not alone, however; native Chicagoans welcomed the belated mild Indian summer weather with upraised eyebrows and considerable pleasure.

The longest trek to the convention was undoubtedly made by a trio of members of the Queensland Meat Industry Board, Australia. They were S. C. Lewis, T. G. Hope and G. J. C. Tomlins who flew to the United States from "down under," a journey which covered more than 8,000 nautical miles. Actual flying time was 42 hours, they reported, the flight terminating at San Diego, Calif. Asked if they intended to return home by air, the three men unanimously chorused no. They explained this decision by saying that after a couple of months in America,



HAVING A FINE TIME

The Corn Products Sales Co. headquarters was a lively spot (l. to r.) standing: J. F. Glienke, Corn Products; A. Metz, Miller & Hart, Inc., Chicago; H. V. P. Schmitt, manager, Corn Products, and E. W. Schmitt, vice president and general sales manager, Corn Products New York office. Seated: H. A. Crown, Corn Products; Grace Mueller, AMI, and T. C. Clawson, Corn Products.



watching Americans race around at a dizzy pace, they'll welcome a protracted ocean voyage in which to rest and relax. "Everyone here in the states has been wonderful to us," they said, "but, my, how you people dash about! It's enervating even to watch." The men are visiting the United States to study meat plant practices and equipment with a view toward picking up pointers which may be employed to advantage in Australia.

Among recent service discharges at the convention was John F. Jud, jr., an ex-Navy man. He is back with the Burnett Packing Co., Sedalia, Mo., which is owned by his father, John F. Jud, sr.

The afternoon session of the first day played to a packed house with the SRO sign out. The site was the North Ballroom, considerably smaller than the main ballroom where the opening session was conducted. The larger room was unavailable because of preparations for the annual dinner.

K. V. P. was represented at the meeting by J. Frank Eaton, district manager at Chicago, Roy L. Sandstrom, Russell J. Kearns and Elmer G. Carlson. This quartette of sizable individuals lends a helping hand on protecting meats with the proper wrapping paper, of which their company manufactures a varied line.

James H. Wells, president, and M. J. Leis, sales manager, of Identification, Inc., producers of Zipp sausage casings, were busy telling of their new production activities. An interesting thing about Mr. Leis is the fact that he started working for John Hetzel in Chicago 45 years ago, was with him for

Some More of the Busy Brokers

1. James G. Mercer, George H. Gleason, and S. A. McMurray, provision brokers, all of Merrill Lynch, Pierce, Fenner & Beane.
2. George Sunderland, George H. Dunlap, jr., and Harold L. DeFord, of Sunderland, DeFord and Dunlap, Chicago.
3. Joseph R. Walsh and T. M. Gira, Gira-Walsh Company, Chicago.
4. Joe Cardona, Cardona-Stevens Co., Chicago export brokers.
5. G. E. Taylor and L. E. Griffin, provision brokers, P. G. Gray & Co., Boston, Mass., and Ray L. Treinen, general sales manager, E. Kahn's Sons Co., Cincinnati, Ohio.
6. Otto F. Raiman and F. W. Schmidt of the Davidson Commission Co., Chicago.
7. Robert Burrows, J. C. Wood & Co., Chicago brokers; Robert Burrows, jr., who was recently released from the air force; M. J. Carr, assistant manager of the pork abattoir division and J. W. Coffman, manager of plant operations, Kingan & Co., Indianapolis, Ind.; Fred S. Burrows, J. C. Wood & Co., and Miss Muriel Lawrence.
8. J. H. O'Neill and Roy F. Norris, R. F. Norris & Associates, Chicago.
9. Claxton Lee and Lacy Lee, Chicago brokers.
10. George H. Elliott and Edward R. May of George H. Elliott & Co., Chicago.
11. Irvin A. Busse and J. K. McKenrick, both of the Packers' Commission Co., Chicago.

30 years, then joined in marketing Zipp casings and has been at that for eight years.

B. F. Hiles, Chicago manager of the Aluminum Cooking Utensil Co., well known to the industry both because of his knowledge of packers' requirements in the cooking utensil line and his fine personality, kept his attendance record clear by his presence at the '45 convention.

Fred W. Stothfang, of the Cincinnati Butchers' Supply Co., was unable to attend the meeting this year. Fred is well liked generally and was missed by his friends.

Robbins & Myers, Inc., was represented at the convention by Ralph Smith, who is well known to the industry. R. & M. hoists are widely used by packers and Mr. Smith was kept busy answering questions.

Hans Pauly, head of the Pauly Packing Co., of Houston, Tex., at the convention with Mrs. Pauly, reports that his new plant is now in full operation and functioning perfectly.

Roy Reed, engineer, represented the High Grade Packing Co., Galveston, Tex., at the convention. High Grade has been doing considerable modernization and rehabilitation work and the concern is now in the process of moving its manufacturing departments into their abattoir building and converting its downtown building for sales purposes.

Emil A. Schmidt, accompanied by the charming and attractive Mrs. Schmidt, was a convention visitor who used his time to good advantage in attending the various meetings and renewing old acquaintances.

Charles W. Sucher, of the Chan. Sucher Packing Co., Dayton, was very handsome with his new streamlined physique, scaling 70 pounds less than he did when he attended the 1944 meeting.

One of the real old timers at the meeting was Wilbur H. Turner of the Heekin Can Co., Cincinnati. Mr. Turner is just completing his 28th year as a representative of this company.

Robert Matthei of the Dry Ice Division of the Liquid Carbonic Corp. is a man who is always sought after, especially if information about the technical aspects of dry ice or carbon dioxide is desired. His likable personality has made him many friends in the industry.

The staccato tap of dancing feet heard at a gathering at the Stevens did not mean that Fred Astaire had come to town, but that Jack Hayes of Oakite Products Co., who can "trip the light fantastic" with the best of them, was giving an exhibition.

C. Carr Sherman, president of The H. P. Smith Paper Co., Chicago, was a busy man at this year's AMI meeting welcoming the firm's many friends in the industry at their spacious Royal Skyway suite. Mr. Sherman has spent several years in the Air Transport Command and his many friends were glad to see him back.

A. F. Jaumann, district sales representative of the Leland Chemical Co., Milwaukee, Wis., manufacturers of the

WELL KNOWN CONVENTIONEERS

R. C. Munnecke, president, the P. Brennan Co., Chicago, John Slaughter, vice president, the Girdler Corporation, Louisville, Ky., and James A. Lawson, WPB, chief of facilities branch, Washington, D.C. Mr. Lawson's work was very helpful to the meat industry during the war.



THE ARMY ARRIVES

Three officers from the Chicago subsistence research and development laboratory, Chicago Quartermaster Depot, pay the convention a visit (l. to r.) Lt. John Pierce, jr., Capt. Leroy W. Horne and Capt. Woodrow W. Bailey.

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detergent "S.F. 11," represented his firm at this year's AMI convention. Mr. Jaumann's many years of experience and background in the meat packing and allied industries enabled him to offer the visitors helpful information on their problems of equipment protection. This concern's product, "S.F. 11," has gained industry-wide acceptance because of its qualities to retard rust and reduce bacteria count, and because it cleanses and sterilizes in one operation.

Lee Kenyon, secretary-treasurer of The Preservative Mfg. Co., manufacturer of "Presco" and Boars Head products, was again one of the popular hosts at the 1945 AMI convention, and assisted his visitors with sound, helpful advice.

R. D. Handley, advertising manager of the Sylvania Industrial Corp., manufacturer of Sylvania casings and other cellulose products, attended his first AMI convention this year. With his wide knowledge of merchandising, he was a busy fellow talking with packer and sausage manufacturing visitors and offering helpful advice which was appreciated by all who had an opportunity to visit with him.

Ernest Draheim, executive of the Daniels Mfg. Co., pioneer manufacturer of cellophane wrappers, held a national sales meeting in Chicago while attending this year's AMI convention. Many helpful suggestions on packaging were passed on to the visitors by the Daniels staff of experts.

Richard C. Smith, president of the John E. Smith's Sons Co., manufacturer of the "Buffalo" line of sausage manufacturing equipment, announced that his son, Lt. Baldwin Smith, will resume active duty in an executive capacity with the company in the near future. Many of Lieutenant Smith's friends in the industry will be glad to welcome him back.

Ronnie Marks, vice president of Enterprise, Inc., Dallas, Tex., proudly introduced his father, Sam Marks, president, to the firm's many friends in the industry at this year's AMI meeting.



HAPPY FAMILY GROUP

The John H. Payton's. He is president of Great Lakes Stamp & Mfg. Co., and is shown with Mrs. Payton and their daughter, Mrs. Paul J. Howard.

Pendleton Dudley of AMI Wins Public Relations Award

Pendleton Dudley, who has been the American Meat Institute's eastern representative and public relations consultant for the past 26 years, has been given the annual award made by the National Association of Public Relations Counsel for outstanding contributions to business and industry in the field of public relations. The award was made last week at a dinner held at the Waldorf-Astoria, New York.

In view of the growing consciousness of the importance of public relations in industry, this is considered a great honor and a tribute to his activities and accomplishments. In addition to his work with the AMI, Dudley also serves as consultant for such organizations as American Telephone and Telegraph, Corn Products, *Reader's Digest* and various others.

Ronnie's dad enjoyed flying up to attend and plans to be on hand at all future packer conventions. Sixteen ex-service men have been employed by this firm during the past year, indicating its fine spirit in helping the boys returning home get started again in civilian life.

The melodic notes of the organ, played by LeRoy Nelson, filled the hotel lobby and registration floor between sessions, providing a soothing influence most welcome to convention-jangled nerves. Nelson's repertory was extensive, and his handling of a wide range of numbers so deft that many convention visitors made it a point to compliment him on his artistry.

Among convention regulars on hand was the veteran A. D. White, retired, who looked as active and alert as ever. For many years he was in charge of public relations for Swift & Company and has always been active in Institute activities.

Henry Rottersman and his son, who was just honorably discharged from the Army, were in attendance and were busy individuals discussing production

of baked ready-to-serve meats. Henry, who is president of the Advance Oven Co., makes a specialty of serving the meat packing industry with his meat loaf dipping tank and ovens for preparing the various kinds of baked meats. Now that his son is back in civilian life it should relieve Henry of the heavy burden he has been shouldering.

Jack Dupps is a chip off the old block. He wades in thoroughly and does the job completely. In attendance with him was R. L. McTavish, of John J. Duppe Co.

The Asmus Brothers from Detroit seasoned the occasion with their presence and with them was Harry Elliott, one of their staff. Spices and seasonings for particular packers and sausage manufacturers is their business, with headquarters in Detroit.

To give full information on transporting meats by rail, the North American Car Corp. had in attendance L. H. S. Roblee, president of the company, and other members of the staff in the persons of F. O. Loeffler, J. I. Ryan, B. A. Berry, and John Flanagan—and how they know their stuff!

N. C. Gross, representative of the Paul Lewis Laboratories, Milwaukee, attended the convention this year. He discussed with the visitors the use of enzymes in rendering fat. Mr. Gross has had many years' experience working with packers and was able to offer real assistance to guests.

Nat Levine, president of the Eagle Beef Cloth Co., of Brooklyn, N. Y., attended his first AMI convention this year. He enjoyed meeting his firm's many friends and offered them and other guests assistance and helpful suggestions. Mr. Levine announced that in the near future he will establish offices in three cities—Chicago, Los Angeles and Dallas.

Martin H. Lipton, president of The Martin H. Lipton Co., manufacturer of the Lipton Smoke Unit, enjoyed meeting and greeting the many packer and sausage manufacturing visitors at this year's convention. Mr. Lipton explained the various advantages of his unit, creating considerable interest in it. He felt that this year's meeting was a huge success.

Frank Watkins and R. J. Beeson

8,000 MILES FROM HOME

Three gentlemen from the Queensland Meat Industry Board, Australia, who travelled across the ocean by plane to reach this country, paid the convention a visit. They are (left to right) G. J. Tomlins, S. C. Lewis and T. G. Hope. The chief purpose of their visit is to gather information on American packinghouse practices.



PRESCO PICKLING SALT

PREFERRED FOR ALL FAST CURING

Because it's Mild

BOARS HEAD



Super Seasonings

Expertly compounded of purest materials to
produce the finest of uniformly delicious flavors

Leading Packers
FAVOR

**PRESCO
PRODUCTS**

because their
demonstrated
efficiency
produces
superior results

the preservaline manufacturing co., BROOKLYN, N.Y.
PRESCO PICKLING SALT • PRESCO CERTIFIED CASING COLORS
SEASONINE "A" • NEW PROCESS F. L. P. • SEASONINE "B"
BOAR'S HEAD PICKLING SALT • BOAR'S HEAD SUPER SEASONINGS

accounted for the Mather Stock Car Co. and discussed rail shipments of meats with present users of their equipment as well as making new acquaintances. Ralph MacManus of Armour and Company, and Mr. Beeson got together and compared notes on their many fishing experiences.

Edward Kohn and Phil Moses of Edward Kohn Co., dressed meat marketing organization, were busy analyzing new distribution and marketing problems with packers from all sections of the country.

Designers and builders of special packinghouse equipment to accomplish economy and efficiency, were none other

than Dan Dohm and George Nelke of Dohm and Nelke, St. Louis, Mo., who were on the job with plenty of pep and ambition.

It is not necessary to present Ed Clair and Jerry Clair as father and son, for it is perfectly obvious when seen together as they were at the convention. Jerry is doing a grand job of following in father's footsteps—and that in itself is quite an accomplishment.

Doing the most good for most everybody most of the time is a reward justly earned by A. A. Hess of Continental Electric Co. His success in dealing with packers is largely due to this philosophy of life. W. S. Burr of the

company accompanied Mr. Hess to the convention.

H. W. Tohtz, consultant to packers for efficient and economical operations and production, and manufacturer of machinery and equipment for the industry, found many attentive ears to his expert advice. Mr. Tohtz, with his two sons, H. O. Tohtz and R. W. Tohtz, conduct their manufacturing business in St. Louis, Mo.

A. E. Niedt, vice president of Steelcote Mfg. Co., whose products are well known and used extensively by the industry, arrived on Monday and stayed through to the finish. Mrs. Niedt accompanied him through thick and thin.

William C. Feldsine and Stanley M. Feldsine of Feldsine & Co., Inc., Poughkeepsie, N. Y., were interested convention visitors. Arriving several days before sessions opened, they used their time to good advantage in talking with their many business friends among Chicago packers.

Gus Juengling, sr., of Gus Juengling & Son, Cincinnati, recently celebrated with Mrs. Juengling their 50th wedding anniversary. They maintained an informal open house throughout an entire day at which more than 200 of their old-time friends visited, and they received flowers and telegrams of congratulation from all parts of the country.

S. P. Cornelius, head of the Cornelius Packing Co., Los Angeles, attended the convention, accompanied by Mrs. Cornelius and their son, Bob Cornelius, general superintendent of the Cornelius plant. Paul's many friends were glad to see that he is now recovering nicely from the effects of a double fracture of the leg suffered in a fall from a horse at the Cornelius ranch.

Ed Thiele, vice president, Kold-Held Mfg. Co., was accompanied by his Chicago manager, Tom Lester. There was much to keep these men busy in discussing truck refrigeration problems as well as other matters requiring attention as soon as possible.

E. R. Galloway of the Ft. Wayne Corrugated Paper Co. was on hand to greet his friends in the industry, many of whom are of long standing through a previous connection with another concern serving the industry. Now that he can provide a much needed service in shipping containers, his services are very much in demand.

Packers and supply men alike were sending out urgent SOS calls for foot powder before the pow-wow had progressed very far. No one in the crowd doubted the claim that the Stevens is the world's largest hotel after patrolling its vast reaches for a couple of days. Even rooms on the same floor were as much as a block apart. However, the delegates proved themselves excellent pacers with some of the more rotund confessing that they had walked off an inch or two of their girth.

One of the most heart-warming sights was the awarding of service buttons to 50-year industry veterans. This

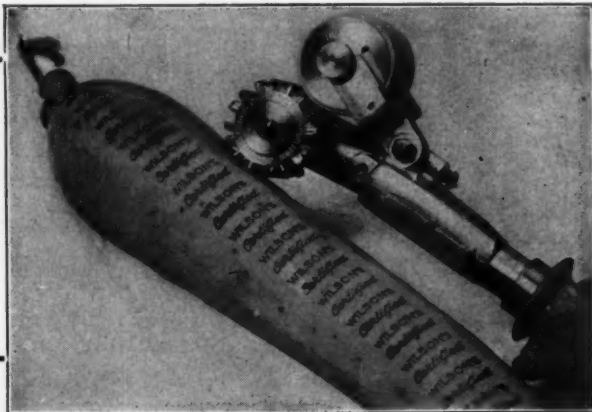
**It won't always be a Roman Holiday
for Sausage Manufacturers!**

**Sausage sales will drop as other meats
become more plentiful . . .**

UNLESS

YOU can produce a quality product!

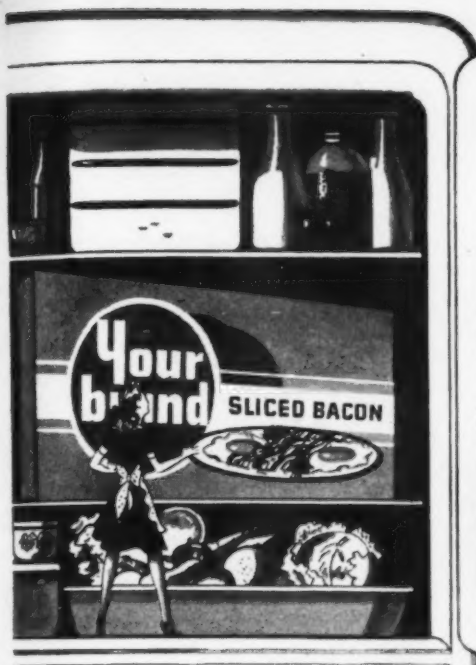
**Quality sausage deserves protection
—can best be protected by branding!**



#65-B. Sausage Brander, complete with engraved wheel \$32.50

**★ Create a market with quality!
Protect it by **BRANDING!****

EVERHOT MANUFACTURING CO.
Maywood, Illinois



Every Package
a
BILLBOARD

Lightproof
mullinix
BACON PACKAGING
SELLS!



Mullinix presents an opportunity to keep your brand name right in front of the housewife's eyes, every time she opens her refrigerator. This modern package allows you unlimited possibilities of artistic, appealing, colorful, *selling* design that stays fresh, neat and clean... instead of a limp, torn, wrinkled, greasy wrapper that is negative in eye and memory value.

Mullinix is SELF SEALING. The Mullinix process is the fastest packaging available on the market today.

PRESERVE QUALITY TO BUILD SALES

The user never tears your design or package... one or more slices can be removed and package then reseals itself. Outside of package never gets greasy. Material is grease proof and moisture proof.

Mullinix shuts out harmful light... prevents discoloration.

We Also Manufacture
Mullinix Packages for
Sausage, Butter and Margarine

CENTRAL WAXED PAPER CO.

5659 WEST TAYLOR STREET, CHICAGO 44, ILLINOIS

ceremony occurred at the conclusion of the first session, after which the old timers adjourned to a private dining room in the hotel to be fed and feted by the AMI. Many were the reminiscences exchanged by these men, all of whom were actively connected with the meat industry before the turn of the century.

Among Army men at the conclave was Lester Yollick, nephew of A. Shapiro, president, Granite State Packing Co., Manchester, N. H. Mr. Yollick disclosed that he is expecting his discharge any day, and when it materializes he will return to his former post with Granite State.

Another prominent industry veteran in attendance was Charles E. Herrick, a past president of the AMI, whose Lincoln-esque figure loomed impressively in the lobby as conventioners gathered to discuss the day's developments.

The flash of photographer's bulbs seemed more insistent than ever as cameramen sought to picture the affair in the short time allotted them. At the peak of activities, THE NATIONAL PROVISIONER had five cameras in action simultaneously, recording the scenes pictured in this issue.

Although there was markedly more gaiety at this year's gathering than at any held during the war, it could not honestly be said that the fun was as spirited as in pre-war years. The memory of what the nation had been through

PACKERS FLOCKED TO CONVENTION SESSIONS

The great interest in this year's convention was evident in the vast crowds at every session. This picture was taken shortly after one of the morning sessions opened showing only a few seats not occupied. The grand ballroom at the Stevens will accommodate somewhat more listeners than the Drake ballroom.



was too fresh to permit complete unbridling of emotions. Nonetheless, the cliché still holds: a good time was had by all.

Charles W. Dieckmann, the specialist in knives and plates for sausage machines and for several years a gold button man, kept his convention attendance perfect by adding another to

the list. His grandson, Charles Hess, a member of the Specialty Mfrs. Sales Co., accompanied the "Old Timer" to the meeting.

Willibald Schaefer, that good sized package of sunshine from St. Louis, was escorted to the convention by his wife, and a good time was reported by all. Willibald's son, Arthur, who is ac-

Textiles FOR MEATS..

STOCKINETTE

BAGS and TUBINGS

SHROUDS • CHEESE CLOTH • COTTON DUCK

MUSLINS • CATTLE WIPE • TRUCK COVERS

BARREL COVERS

Manufactured by

EAGLE BEEF CLOTH CO.

315 Christopher Ave., Brooklyn 12, N. Y.

A G E N T S I N P R I N C I P A L C I T I E S



Cloves

Cloves of commerce are the unopened, dried flower buds of the clove tree, an evergreen of the myrtle family, growing 12 to 40 feet high in Zanzibar, Pemba, the Malaysian Archipelago, Ceylon, Sumatra, Java and the West Indies. The name is derived from the French word clou (a nail) from the resemblance of the dried bud to a nail, and aromatic as many of the plants of this order are, none is as highly so as this species, and none so valuable in commerce.

Cloves are one of the oldest spices in use, the earliest record being in Chinese books dating back to 266 B. C. Their preserving effect has been known for many centuries, and therefore, cloves are to be found in many formulas of mixed whole spices and as an ingredient in almost every ground mixed spice and seasoning. It has been said that

it is a lucky coincidence that some of the most effective spices also help to keep the food from spoiling, and this fact was known centuries ago.

Cream of Spice Cloves

Only imported, whole natural cloves of the highest grade and yield are used in producing Stange Cream of Spice Clove Seasoning. The Stange patented process of natural spice extraction retains *all* the natural flavor of true cloves. This science of seasoning produces higher standards of spice flavor, new techniques of blending, and by standardizing the strength, purity and quality of flavor obtained from natural spices and by utilizing *all* of the available flavoring substances, Stange has put FLAVOR CONTROL IN LARGE SCALE PRODUCTION UNDER LABORATORY CONTROL. Cream of Spice (C. O. S.) is nature's best put in a form most suitable for use in your products.



• WM J. STANGE CO. •
2530 W. MONROE ST. CHICAGO 12, ILL.

SEASONINGS

tive in the business, joined the parents a week or so ago.

Art Olson of Link-Belt and his crew of able-minded engineering men, who know much about packinghouse operating requirements, were busy individuals discussing problems with meat-minded men of all ranks.

Sol Morton, president, Meat Industry Suppliers, and members of his staff who attended the convention with him, were very proud to point to their new laboratory which is available to customers and friends in the industry. This new laboratory will make it possible to produce seasonings and other ingredients on a scientific basis.

C. R. Vann, of the Ohio Natural Casing and Supply Co., Newark, Ohio, attended the convention. Mr. Vann formerly was with the Cudahy Packing Co. and has many friends in the industry.

H. Deutinger, president of The Aula Co., of New York, was back again this year. Henry has been in regular attendance at packer conventions since he first started manufacturing Aula brand of curing compounds, spices and seasonings.

Clyde Greeno of Aluminum Cooking Utensil Co. was again present at the meeting. Clyde recently acquired a new suburban home near Chicago; golf courses are convenient and it is rumored that his game has not suffered a bit.

Harry T. McKay, Chicago manager of the food industry section of Westinghouse Electric Corp., one of the

best-known men to the packing industry was missed this year. The press of business made it impossible to attend.

The appointment of U. W. Zepp as eastern regional manager of the Cincinnati Cotton Products Co., has just



U. W. ZEPP

been announced by Sydney X. Goldfarb, president. Mr. Zepp has been with the company during the period of its rapid growth in the past six years. Mr. Zepp has an intimate knowledge of stockinettes and shrouding cloths and is widely known throughout the meat packing industry. He was one of the hosts at the company's hospitality headquarters at the Stevens. Mrs. Zepp also attended the convention.

Mr. and Mrs. William Keller, Los Angeles, flew to Chicago to attend the convention but had to come in separate planes. When last seen, they were making arrangements to fly back together. Mr. Keller is owner of the Purity Sausage Co.

East Tennessee Packing Co., Knoxville, Tenn., was represented at the convention by G. R. Garner, sales and advertising manager; Neal Baker, sau-

sage foreman; A. C. Bruner, assistant secretary-treasurer, and Mrs. H. D. Anderson, assistant buyer. The E-T group started to fly to Chicago but were grounded at Cincinnati by a strike of airline workers. They finished their trip by train.

Gordon D. Zuck, assistant general manager of sales of the Inland Steel Container Co., manufacturer of lined steel containers for food products, was in attendance at this year's AMI meeting. He was kept extremely busy visiting with his many friends and guests.

Harry Gleason, sales manager for Griffith Laboratories, Chicago, was kept so busy showing visitors through the concern's plant that he was able to spend only a small amount of time at the firm's Stevens hotel headquarters. That has always been one of Harry's troubles, however—being in too much demand by too many people in too many places—so he should be used to it by now.

C. C. Van Dyne was performing a solo act for his company, the Diamond Crystal Salt Co. The demand for Diamond Crystal Salt, 99.96 per cent pure, has been extremely heavy from the packing industry, according to Mr. Van Dyne, and every effort is being made to supply the demand.

Mixing with the crowds were members of Wilson & Co.'s casing department, including that genuine individual, Al Wilson, manager of the department, and T. R. Selby, Chet Baker and D. J.

Meat Packers and Processors

FULLERGRIFT Brushes out-perform other makes better than 5 to 1 as proven by many users. Cooked meat containers must be clean to satisfaction of inspectors. FULLERGRIFT Ham-Mould brushes do this job—no cores to send out for refilling—refills are put on by operator of machine or maintenance men.



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Casing Brush Cores can be supplied by a well-known Chicago firm—made from Hard Aluminum—and brush refills by us for easy installation when needed.



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28 Producing Plants
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Plants

Jacobs. Mr. Wilson has some interesting marketing ideas for natural casings, when conditions are better suited for carrying them out.

Les Kilmarx, general sales manager of Pure Carbonic, manufacturers of Dry Ice, had to forego the pleasure of attending the AMI convention this year. He was missed by his many friends throughout the industry who hope that he will be able to make next year's meeting.

J. G. Cahill, assistant sales manager of the Heekin Can Co., Cincinnati, is well known to the packing industry. He represented his firm at the convention and was kept busy all during the meeting.

E. J. Ward, president of United Cork Cos., found the interest in cork insulation high. There are so many new buildings and additions going up that the proportionate increase in cooler space has a large number of packers interested in insulation materials.

Ivan Heymanson of the Atmos Corp., Chicago, was one of the best informed men at the convention on air conditioned smokehouses. Now that he has expanded his plant and added new lines of packinghouse equipment he is in a better position to serve the industry than ever before.

Fred C. Cahn was unable to attend the convention because of illness, but he is rapidly recovering. He is looking forward to the meeting next year, however,

to see all his friends who missed him at the Stevens.

Al Wallmo, formerly vice president of Oscar Mayer & Co. at Madison, Wis., prior to his resignation as of October 20, 1945, joined the staff of the Gisholt Machine Co. at Madison in an executive capacity early this week. Having spent 35 years in the packing industry, Wallmo was a familiar figure at annual conventions. His many friends in the industry are unanimous in wishing him success in his new position.



AL WALLMO

Due to wartime developments, aluminum has come up for much interest and discussion, and packers, like everyone else, wanted to know the answers. **B. E. Hiles,** Chicago district manager, and **C. D. Greeno,** of the industrial sales division of the Aluminum Cooking Utensil Co., had them. Both men are well known in the packinghouse field where the famous "Wear-Ever" line of cooking equipment has long been generally used with superior results.

Harry K. Lax of the F. C. Rogers Co., Philadelphia, Pa., a veteran of packer meetings, was again present. He has

missed very few conventions in the past 23 years.

Two men with more than 50 years each in the packing industry met for the first time at this convention. They were "Old Timer" **Charles Dieckmann** and **Richard Vollwerth,** a sausage manufacturer from Hancock, Mich. Reminiscing was in order for a while and then a picture was obtained which included **Dave Falk** of Salzman & Co., well known casing manufacturer.

Capt. A. T. Wilson, Quartermaster Corps, U. S. Army, son of **Al Wilson,** manager of the casing department of Wilson & Co., sent good news home recently that he expected to be discharged and home the latter part of December. The captain has been stationed at Ogden, Utah, and has been in the service for four and a half years.

Circulating among the folks and spreading good cheer were **Bill Gebhardt,** president, Advanced Engineering Corp., **H. B. Howe,** president Howe Ice Machine Co., **Fred C. Berk,** of Henry Vogt Machine Co., and **Wm. W. Morgan,** of Arctic Engineering Corp. Personally, very warm and congenial fellows, but in business (brrrr) they make it cold for you!

J. R. Lostro of Sperti, Inc., Cincinnati, was the company representative on hand at the meeting. Mr. Lostro is one of the best informed men in the country on the technical aspects of bacteria control by ultra violet radiation in meat coolers

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STAINLESS STEEL
MEAT LOAF PANS
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WE OFFER
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No retinning, replacement or repair on Stainless Steel Meat Loaf Pans made by LIDSEEN! Their silver-like surface always stays bright and clean because they are rust-proof, corrosion-resisting, stainless.

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Made in three universal sizes, to handle 1, 3, 4, 5 and 6 lb. loaves. Furnished with or without covers. *Write for complete details and prices today!*

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Mullinix allows freedom in design for selling and quality appearance...lifts your brand above less inspired packaging.



Convenient, clean, easy to use...no grease on hands; Mullinix permits removal of one slice or more without tearing either bacon or package, and then reveals itself.



CANNERS: Here's the Way to Put THOUSANDS OF DOLLARS in Your Pockets Every Year

Let Elenite Can Cleaning Method and Compound* Clean Your Cans and Jars 20 TIMES FASTER Without Installing New Machinery!

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By eliminating costly hand-wiping and using Elenite Can Cleaning Method and Compound, one small canning plant (name on request) is saving \$15,600 and 26,000 man-hours a year. Many plants in U. S. and Canada are saving much more.

For all your needs, here are the nation's safest, "Best-by-test" cleansers, made by the exclusive Elenite process: LN/300 Can and Jar Cleaner, LN/5 Meat Packers' Cleaner (General), LN/25 Ham Can Cleaner, LN/200 Smoke House Cleaner, LN/55 Scald Penetrant (for Feather Removal) . . . and others for removing rust from trolleys, de-scaling encrusted tubes, laundering shrouds, steam cleaning devices, etc. Whatever your cleaning needs, write Dept. C.

ALSO . . . For safe meat storage and if you package cut meats, sliced bacon, frankfurters or other products

STERIL-HOODS

with low cost bacteria killing Ultra-Violet lamps, will

1. Help avoid mold, slime, spoilage
2. Protect appearance, flavor, quality
3. Reduce customer complaints . . . extend safe storage time
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Illustrated chain-suspended STERIL-HOOD also available in bracket-supported type. Sizes 20, 30, 40, 60 and 80 in. Also ceiling fixtures for retarding bacteria and mold in walk-in boxes. For full information write Dept. D.

ALSO ULTRA-VIOLET LAMPS FOR MEAT TENDERIZING
And to Condition Your Entire Water Supply Without Heat or Chemicals.
Write for Details of The New Elenite Ultra-Violet Liquid Sterilizer.

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ELENITE COMPANY
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and processing rooms. Sperti lamp users all over the country have seen the results of Sperti research. Mr. Loistro has completely recovered from the injuries suffered in an automobile accident on his way home from the '44 packers' convention.

W. G. Yeager of Con Yeager Co., Pittsburgh, brought Mrs. Yeager to the meeting this year. It was her first convention, although the Yeager name is one of the oldest and best known since the Institute convention became an annual event.

B. C. Lewis of the Peters Machinery Co. was on hand at the meeting and managed to get in a lot of visiting with packers. The Peters machines for setting up and closing lard, shortening, margarine and similar containers are in general use in the industry and questions on, and answers to, packaging problems flew thick and fast between Mr. Lewis and conventioners.

FLASHES ON SUPPLIERS

JOSEPH T. RYERSON & SON, INC.—The appointment of C. S. Hegel as manager of the special steels department, Chicago plant of Joseph T. Ryerson & Son, Inc., steel distributors, has been announced. A graduate of the chemical engineering school of Purdue university, Hegel joined the Ryerson Chicago special steels division in 1928, where he remained until 1932 when he was transferred to Milwaukee as special steels representative of the Ryerson company.



C. S. HEGEL

ATLANTIC ULTRAVIOLET CO.—The recently-formed Atlantic Ultraviolet Co., New York City, has been appointed exclusive distributor for the bactericidal Sterilamp in the New York metropolitan, southern New York state and Long Island area, according to an announcement by Charles W. Flood, manager of Sterilamp section of the Westinghouse Lamp Division, Bloomfield, N. J. The new company, formed by William T. Rhame and Daniel M. Charlier, will serve as a sales and engineering firm, planning and specifying ultraviolet equipment for product and personnel protection in offices, stores, restaurants, theaters and manufacturing establishments.

POSTERS FEATURE VITALOX

During November, all Armour and Company vans will carry full color posters featuring Vitalox. The poster pictures the 4½ oz. Vitalox bottle and a stew to which this fluid extract of beef is being added by spoon.



AULA - SPECIAL

A "Favorite" Cure

It's a wise packer who follows the trend to AULA-SPECIAL! For color and flavor uniformity in Hams, Bacon, Bologna and all Specialty Products AULA-SPECIAL is unexcelled. Only required salt need be added. Send today for full particulars and generous working samples.

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BEETS AND TURNIPS IN
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TO 1 1/4"

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Established 1850

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for FORES • HINDS • ROUNDS • CHUCKS • SHEEP
 LAMB • CALVES • HAMS • PICNICS
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 AND ALL STYLES OF TUBING

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LARGEST PRODUCER FROM RAW COTTON TO FINISHED STOCKINETTES



Shortening is heated only above the four gas-heating tubes. When the temperature above the tubes reaches 375 degrees, the temperature below the tubes is only 95 degrees. Automatic controls prevent smoking, doubling the life of the shortening. No burned or spotted loaves. Capacity from 9 to 12 loaves to one dip.
 Tank can also be used for dipping in paraffin, gelatin or browning of per boiled hams or other meat products.



ADVANCE DIP-TANK

Give Meat Loaves Sales Appeal!

Every loaf comes out browned and crusted to perfection... an appetizing appearance that leads to sales! Economical to use... yes,

costs are cut to a minimum. Easy to operate... yes, and also easy to clean. Write for full details at once!

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NEW STATE LOCKER LAW

Oklahoma's new frozen food locker plant law, which was enacted by the 1945 Oklahoma legislature, requires that anyone planning construction of such a plant in the state must first submit the plans and specifications to the bureau of sanitary engineering of the State Department of Health for approval, it was pointed out recently by State Health Commissioner C. F. Mathews.

Dr. Mathews also ordered an immediate inspection of the approximately 250 frozen food locker plants now being operated in the state. These inspections, it was announced, will be made by state and local health department personnel to insure proper sanitary conditions in such establishments.

Following the first official inspection, owners of these plants will be required to obtain a license through the state health department and must thereafter maintain proper standards of sanitation at all times.

Cotton Oil Extracted With Solvent Process

Results of tests on what is reported to be the first complete cottonseed oil solvent extraction pilot plant in the United States have just been announced by the Allis-Chalmers Mfg. Co., Milwaukee. The plant has been operating on a continuous basis since June at the Delta Products Co., cottonseed processors at Wilson, Arkansas.

Costs for power and equipment run comparable to the present hydraulic extraction method, according to engineers supervising the test. The number of operators required per mill will be greatly reduced. Outstanding gain, however, is the increase in recovery of cottonseed oil, most valuable part of the cotton seed. Oil carryover in the meal end product now averages close to 6 per cent. Results show only 1 per cent loss using solvent process. Recovered oil has desired low refining loss and is practically identical in all important characteristics with the product derived through the hydraulic method of extraction.

QUICK FREEZING ARTICLE

Dr. Donald K. Tressler, food technologist, who is now foods consultant to the appliance and merchandise department of the General Electric Co., is the author of an authoritative article on freezing fruits and vegetables entitled "How to Freeze for Keeps." The article appeared in the June issue of *Successful Farming* with several colored pictures on the step-by-step freezing procedure. Reprints may be obtained from the General Electric Consumers Institute, Bridgeport, Conn.

BUCKEYE LOCKER GROUP NAMES HUY NEW LEADER

Harvey Huy of Galion was elected president of the Ohio Frozen Food Locker Association during its two-day annual convention held last month in Columbus. He succeeds Harry Flory of Eton. Others named were: first vice president, Nelson Grove of Chillicothe; second vice president, Ralph Yaeger of Kenton, and secretary-treasurer, A. L. Sprague of Jackson Center.

New members of the board of directors are Wiley Kerns of Van Wert, and Grove and Huy. Carry over members of the board are R. L. Waters of Medina, Carl Kessler of Zanesville, F. H. Holters of Columbus, Joseph Smith of Portsmouth, Flory and Yaeger.

In his address as retiring president of the state group, Flory, who also is second vice president of the National Frozen Food Locker Association, said that the locker associations had been given a "black eye" because of accusations developing from rulings of the OPA during the meat crisis.

"I would say that about 95 per cent of the locker operators tried to comply with OPA rulings," he said. "Only a small percentage thought that they were smart and tried to get away with things. Many of these were caught by OPA investigators, and the organizations didn't feel sorry for them. In any organization there is bound to be some trouble and our allegedly being involved in the meat black market was just an example."

CCC Seeks Offers of Frozen Boneless Beef

The Commodity Credit Corporation is now in a position to accept a quantity of its requirements of beef in the form of frozen boneless carcass beef. Vendors shall offer the beef in accordance with conditions and regulations as set forth in Schedule FSCC-10. The beef shall originate from steers, heifers and cows, and shall be from Commercial, Utility, Cutter or Canner grades.

The product shall be prepared from fresh beef, and shall be processed in conformance with the applicable provisions of the "Quartermaster Tentative Specifications, C.Q.D. No. 11 L, dated December 12, 1944." Beef: boneless, frozen, superseding "C.Q.D. No. 11 K, dated March 24, 1944, shall comply with D-4, Cutting; D-5, Boning; D-6, Trimming; D-7, Division of Cuts; D-8, Freezing and Packaging.

Report Government To Renew Pork Set-Aside

The government is preparing to renew its set-aside orders on pork and on some lower grades of beef, reliable Washington sources report. The move

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Electrically Heated
Changeable word
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Sets up in a
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Ham & bacon brander, electrically heated. Always a perfect job. Protects brand names!

All types of marking equipment & supplies

For branding and marking meat products, for grade marking, ingredient labeling, carton and casing imprinting, etc., there is specially designed Great Lakes equipment to do the job better, faster, at lower cost. Also meat branding inks and supplies to make any equipment do a better job. Whatever your need, we can help you!

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Next time you
have to store pure
lard and dump
and use it again,
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in it when tiercing,
to keep it sweet,
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Guard your precious equipment against rust and deterioration with ILLBRONZE Aluminum Paints! Walls, vats, metal parts, boilers, refrigerators, pipes and other equipment can be quickly and economically protected with ILLBRONZE—a quality product. Consult your nearest hardware, mill supply or paint dealer. If not available, write for samples and prices.



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Complete Stock of Hydraulic Press Supplies

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GOSHEN, INDIANA

would be a result of increased commitments, for relief exports to foreign nations. At midweek, however, Secretary of Agriculture Clinton Anderson stated that he believed it would be possible to fill foreign needs without the imposition of set-aside orders.

Should the move come, it would follow by only a few weeks the removal of wartime regulations requiring packers to set aside prescribed percentages of their output for purchase by federal agencies.

Although there is a considerable backlog of hogs ready for market and these animals are above normal weights, it is not believed that this additional pork could fill the needs of the domestic markets and also provide any sizable amounts for overseas shipment.

The pork and beef set-asides, according to report, are scheduled for almost immediate issuance.

OPA Will Limit Shipments of Pork To West Coast

The Office of Price Administration in the near future will issue an amendment to RMPR 148 (Dressed Hogs and Wholesale Pork Cuts) which will establish limitations on the amount of pork that may be shipped from the Middle West area to Rocky Mountain and West Coast states.

This limitation is to be established as a control measure related to the reduction in freight rates from middle west points to Rocky Mountain and Coast areas ordered by the Interstate Commerce Commission. It is understood that Middle West meat packers will be permitted to ship not in excess of 85 per cent of the pork products shipped by them to the West Coast and Rocky Mountain areas during the first calendar quarter of 1944.

An amendment also will be issued to MPR 53 affecting fats and oils products shipped to the West Coast and Rocky Mountain states. It is understood, however, that no restriction will be placed on the amount of lard that may be shipped from the middle west to the Western areas.

AIRING AN OLD PROBLEM

It's the air in the tire that carries the load, not the tire itself, the B. F. Goodrich Co. points out. Truck tires are designed to operate at approximately 12 per cent deflection. Any air pressure which changes this percentage of deflection, either upward or downward, will have a definite effect on tires.

Too much air pressure will result in rapid tread wear and an increased tendency toward bruises. Too little air pressure causes excessive flexing and may result in fabric breaks around the entire circumference of the tire, in addition to rapid or uneven tread wear.

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PROVISIONS AND LARD *Weekly Review*

Lard Set-Aside Reduced From 4 to 3½ Per Cent

Set-aside of lard, required of federally inspected packers in 19 states under WFO 75.3, has been decreased by the Department of Agriculture from the current rate of 4 per cent of the live weight of slaughtered hogs to 3½ per cent.

Effective November 4, this action was taken because of the seasonal increase in hog slaughter and the consequent increase in the production of lard, together with the fact that Puerto Rican requirements of this commodity are no longer being obtained through the set-aside, but are being supplied from stocks available to U. S. civilians.

IMPORTS OF CATTLE FROM MEXICO ARE BELOW AVERAGE

Cattle imports from Mexico in 1945 to the United States are expected to be about 350,000 head, compared with about 290,000 head in 1944 and an annual average of about 500,000 head during

the five-year (1939-43) period. Cattle ranges in the principal exporting states are reported to be in poor condition because of below-average rainfall in those states in the last two or three years, especially since November 1944.

Reflecting the increase in cattle slaughter in the Federal District during the last two months, the supply of meat in the country is not as tight as a few months ago. Furthermore, there has been a strong demand for all types of livestock for slaughter purposes in Mexico, and prices have been quite favorable for selling them on the domestic market.

DANISH HOG NUMBERS

Bred sow numbers in Denmark early in October were reported at 128,000 head, compared with 116,000 head last year. While current sow numbers are down seasonally from those reported in July and August, they continue the trend begun in mid-July 1945 when bred sow numbers showed, for the first time since March, 1940, an increase over the corresponding date of the previous year.

SEPTEMBER MARGARINE TAX

Taxes paid on oleomargarine during Sept., 1945, and 1944, as reported by the Bureau of Internal Revenue:

	Sept., 1945	Sept., 1944
Excise taxes (including special taxes)	\$196,070.44	\$250,895.18

Quantity of product on which tax was paid during Sept., 1945, and 1944:

	Sept., 1945	Sept., 1944
Oleomargarine, colored	586,713	1,658,172
Oleomargarine, uncolored	33,129,680	50,877,000

SEPTEMBER MEAT PRODUCTION

Total production of meat and lard from cattle, calves, hogs and sheep slaughtered under federal inspection during September, 1945, compared with a year earlier:

	Sept., 1945 lbs.	Sept., 1944 lbs.
Beef	661,782,000	584,180,000
Veal	92,615,000	106,010,000
Pork (carcass wt.)	426,944,000	635,519,000
Lamb and mutton	71,179,000	80,114,000
Total	1,251,620,000	1,425,803,000
Pork, excl. lard	332,064,000	503,292,000
Lard and rendered pork fat	73,535,000	123,186,000

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ELECTRIC HOISTS

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Budget Hoists are small and portable. They take all physical effort out of lifting. They make possible the employment of women or older men on jobs. You can put Budget Hoists to work as soon as delivered. You simply Hang Up, Plug into nearest electric socket and Use.

	2000 Lb.	
9FPM	110-1-60	\$189.00
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Also Available in
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SAUSAGE SPECIALTIES • BAKED & BOILED HAMS

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Genuine
PLASTIC APRONS!
WATER-PROOF, ALKALI-PROOF,
STAIN-PROOF, ACID-RESISTANT,
OIL-RESISTANT



Will not crack or peel

**Amazing
Strength**

Out-wear ordinary
aprons many times
over. Built with strong
reinforced eyelets and
adjustable tape ties.

Basco-TEX Genuine Plastic Coated Aprons are the outstanding advance in protective clothing in years. They do not need laundering but are merely wiped off with a damp cloth. They save their small cost over and over again. They are light in weight and provide the utmost in wearing comfort.

PRICES—SIZES—COLORS

GRAY

27 x 36	\$ 8.40 per doz.
30 x 36	9.78 per doz.
36 x 40	11.50 per doz.
36 x 44	12.60 per doz.

Full Length Sleeves

\$9.66 per dozen pair
Leggings, Hip Length
\$11.90 per dozen pair

BLACK

27 x 36	\$ 8.40 per doz.
30 x 36	9.78 per doz.
36 x 40	11.50 per doz.
36 x 44	12.60 per doz.

Full Length Sleeves

\$9.66 per dozen pair
Leggings, Hip Length
\$11.90 per dozen pair

ALL WHITE

27 x 36	\$ 6.88 per doz.
30 x 36	7.65 per doz.
36 x 40	9.35 per doz.
36 x 44	10.18 per doz.

Full Length Sleeves

\$7.15 per dozen pair

HEAVY DOUBLE-COATED MAROON NEOPRENE

27 x 36	\$10.61 per doz.
30 x 36	12.60 per doz.
36 x 40	16.50 per doz.
36 x 44	18.45 per doz.

Full Length Sleeves

\$12.90 per dozen pair
Leggings, Hip Length
\$23.50 per dozen pair

All Prices F.O.B. Chicago. Furnish
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MEAT AND SUPPLIES PRICES

Chicago

WHOLESALE FRESH MEATS

*Carcass Beef

Week ended Nov. 7, 1945 per lb.	
Steer, hfr., choice, all wts.	20%
Steer, hfr., good, all wts.	19%
Steer, hfr., com., all wts.	17%
Steer, hfr., utility, all wts.	15%
Cow, commercial, all wts.	17%
Cow, canner and cutter.	13%
Hindquarters, choice	23%
Forequarters, choice	18%
Cow, hdq., commercial	19%
Cow, foreq., commercial	16%

*Beef Cuts

Steer, hfr., sh. loin, choice	32%
Steer, hfr., sh. loin, good	30%
Steer, hfr., sh. loin, com.	26%
Steer, hfr., sh. loin, util.	22%
Cow, sh. loin, com.	25%
Cow, sh. loin, util.	22%
Steer, hfr., round, choice	22%
Steer, hfr., round, good	21%
Steer, hfr., rd., commercial	19%
Steer, hfr., rd., utility	16%
Steer, hfr., loin, choice	29%
Steer, hfr., loin, good	28%
Steer, hfr., loin, commercial	23%
Cow, loin, commercial	23%
Cow, loin, utility	20%
Cow, round, commercial	19%
Cow, round, utility	16%
Steer, hfr., rib, choice	24%
Steer, hfr., rib, good	21%
Steer, hfr., rib, commercial	21%
Steer, hfr., rib, utility	18%
Cow rib, commercial	21%
Cow rib, utility	18%
Steer, hfr., sir., choice	27%
Steer, hfr., sir., good	26%
Steer, hfr., sir., com.	21%
Steer, hfr., cow flank	13%
Cow, sirloin, commercial	21%
Cow, sirloin, util.	18%
Steer, hfr., flank steak	22%
Cow, flank steak	23%
Steer, hfr., reg. chk., choice	20%
Steer, hfr., reg. chk., good	19%
Steer, hfr., reg. chk., com.	17%
Steer, hfr., reg. chk., utility	1%
Cow, reg. chk., commercial	17%
Cow, reg. chuck, utility	15%
Steer, hfr., c. c. chk., choice	18%
Steer, hfr., c. c. chk., gd.	17%
Steer, hfr., c. c. chk., com.	16%
Steer, hfr., c. c. chk., utility	14%
Cow, c. c. chk., commercial	16%
Cow, c. c. chk., utility	14%
Steer, hfr., fore Shank	12%
Cow, fore Shank	12%
Steer, hfr., brisket, choice	17%
Steer, hfr., brisket, com.	15%
Steer, hfr., brisket, utility	15%
Cow, brisket, commercial	15%
Cow, brisket, utility	15%
Steer, hfr., back, choice	21%
Steer, hfr., back, good	20%
Cow back, commercial	18%
Cow back, utility	16%
Steer, hfr., arm chuck, choice	10%
Steer, hfr., arm chuck, good	18%
Cow arm chuck, commercial	17%
Cow arm chuck, utility	15%
Steer, hfr., sh. pl., gd. & ch.	14%
Steer, hfr., sh. pl., com. & util.	13%
Cow short plate, commercial	13%
Cow short plate, utility	13%

*Quot. on beef items include permitted additions for zone 5, plus 25c per cwt. for local del.

*Veal—Hide on

Choice carcass	20%
Good carcass	19%
Choice saddles	23%

*Veal prices include permitted addition for Zone 5, 25c per cwt. for double wrapping and 25c per cwt. for delivery.

*Beef Products

Brains	7%
Hearts, cap off	15%
Tongues, fresh or froz.	22%
Tongues, can., fresh or froz.	16%
Sweetbreads	22%
Ox-tails, under 1/2 lb.	8%
Trine, scalded	4%
Trine, cooked	8%
Livers, unblemished	23%
Kidneys	11%

*Veal and Lamb Products

Brains	6%
Calf livers, Type A	40%
Sweetbreads, Type A	30%
Lamb tongues	15%

*Prices carlot and loose basis. For lots under 500 lbs. add \$0.625. For packing in shipping containers, add per cwt.; in 5 lb. container (sweetbreads, brains & cutlets only) \$2.00.

**Lamb

Choice lambs	22%
Good lambs	20%
Commercial lambs	21%
Choice hindquarter	20%
Choice fores	27%
Good fores	21%
	20%

**Mutton

Choice sheep	12%
Good sheep	11%
Choice saddles	15%
Good saddles	14%
Choice fores	50%
Good fores	50%
Mutton legs, choice	14%
Mutton loins, choice	13%

**Quot. on lamb and mutton are for Zone 5 and include 10c for stockette, plus 25c per cwt. for del.

*Fresh Pork and Pork Products

Reg. pork loins, und. 12 lbs.	25%
Picnics	20%
Tenderloins, 10-lb. cartons	22%
Tenderloins, loose	20%
Skinned shdrs., bone in	22%
Spareribs, under 3 lbs.	18%
Boston butts, 4/8 lbs.	25%
Boneless butts, c. t.	20%
Neck bones	4%
Pigs' feet	4%
Kidneys	10%
Livers, unblemished	15%
Brains	11%
Ears	6%
Snouts, lean out	6%
Snouts, lean in	7%
Heads	8%
Chitterlings	8%
Tidbits, hind feet	8%

*Prices carlot and loose basis.

WHOLESALE SMOKED MEATS

Fancy regular hams, 14/18 lbs., parchment paper	25%
Fancy skinned hams, 14/18 lbs., parchment paper	25%
Fancy trim, brisket off, bacon, 8 lb. down, wrap.	25%
Square cut seedless bacon, 8 lb. down, wrap.	25%
Beef sets, smoked	
Insides, D Grade	25%
Outsides, D Grade	22%
Knuckles, D Grade	31%

Quotations on pork items are loose, wrapped, f.o.b. Chicago, subject to OPA quantity differentials.

*VINEGAR PICKLED PRODUCTS

Pork feet, 200-lb. bbl.	\$19.50
Regular tripe, 200-lb. bbl.	27.00
Honey, tripe, 200-lb. bbl.	31.00

*BARRELED PORK AND BEEF

Clear fat back pork:	
70-80 pieces	\$22.50
80-100 pieces	23.50
100-125 pieces	25.50
Clear plate pork, 25-35 pieces	25.50
Brisket pork	25.50
Plate beef, 200 lb. bbls.	31.50
Ex. plate beef, 200 lb. bbls.	32.00

For prices on sales to War Procurement Agencies, see Amendment 26 to RMPR 148, effective May 26, 1945.

*Quot. on pork items are for less than 5,000 lb. lots and include all permitted additions, except boxing and loc. del.

SAUSAGE MATERIALS

Carlot basis, Chgo. zone, loose basis	
Reg. pork trim. (50% fat)	18%
80% lean pork trim. 85%	20%
Ex. lean pork trim. 95%	20%
Pork cheek meat	18%
Pork livers, unblemished	17%
Boneless bull meat	17%
Boneless chucks	17%
Shank meat	18%
Beef trimmings	15%
Dressed canners	12%
Dressed cutter cows	12%
Dressed bologna bulls	15%
Pork tongues	15%

DRY SAUSAGE

Corriat, dry, in hog bungs.....	38
Thuringer.....	31
Farmer.....	41
Holsteiner.....	41
E. C. Salami, semi-dry.....	54
E. C. Salami, semi-dry.....	32
Genoa style Salami.....	63
Pepperoni.....	50 1/2
Moradella, semi-dry.....	38
Cappicola (cooked).....	43 1/2
Proscuitto.....	57 1/2

DOMESTIC SAUSAGE

(Quotations cover Type 2, except where otherwise noted.)

Pork sausage, hog casings Type 1.....	29 1/2
Pork sausage, bulk Type 1.....	26 1/2
Frankfurts, in sheep casings.....	28 1/2
Frankfurts, in hog casings.....	25 1/2
Bologna, natural casings.....	23 1/2
Bologna, artificial casings.....	21 1/2
Liver saus., fr., beef casings.....	21 1/2
Liver saus., fr., hog casings.....	22 1/2
Smkd. liver saus., hog bungs.....	24 1/2
Head cheese.....	20
Hot Eng., natural casings.....	28 1/2
Wined lunch, natural casings.....	25 1/2
Tongue and blood.....	29
Blood sausage.....	24
Sausage.....	20
Polish sausage.....	28 1/2

Prices based on zone 5, plus \$1.50 per cwt. for sales to retailers and purveyors of meals where no loc. del. is made. Prices include boxing or packaging costs.

CURING MATERIALS

	Cwt.
Nitrate of soda (Chgo. w'hee) in 425-lb. bbls., del.....	\$ 7.75
Salt peter, n. ton, f.o.b. N. Y.:	
Dbl. refined gran.....	8.00
Small crystals.....	12.00
Medium crystals.....	13.00
Large crystals.....	14.00
Pure rfd. gran. nitrate of soda.....	4.00
Pure rfd. powdered nitrate of soda.....	unquoted
Salt, in min. car of 80,000 lbs. only, f.o.b. Chgo., per ton:	
Granulated, kiln dried.....	9.70
Medium, kiln dried.....	12.70
Rock, bulk, 40 ton cars.....	8.80

Sugar—	
Raw, 96 basis, f.o.b. New Orleans.....	4.60
Standard gran., f.o.b. refiners (2%).....	5.50
Packers' curing sugar, 250 lb. bags, f.o.b. Reserve, La., less 2%.....	5.15
Dextrose, in car lots, per cwt., (cotton).....	4.80
in paper bags.....	4.75

SPICES

(Basis Chgo., orig. bbls. bags, bales.)

	Whole	Ground
Allspice, prime.....	28	30 1/2
Refined.....	29	31 1/2
Chili powder.....	41	
Cloves, Amboyans.....	40	46
Ginger, Jam., unbl.....	28	31
Zanzibar.....	23	27
Mace, fr., Banda.....	1.05	1.19
East Indies.....	95	1.10
E. & W. I. Blend.....	90	
Mustard flour, fcy.....	34	
No. 1.....	22	
West India Nutmeg.....	53	
Paprika, Spanish.....	35	
Pepper, Cayenne.....	35	
Red No. 1.....	44	
Black Malabar.....	13 1/2	
Black Lampung.....	12	
Pepper, Packers.....	15 1/2	

SAUSAGE CASINGS

(F. O. B. Chicago)

(Prices quoted to manufacturers of sausage.)

Beef casings:

Domestic rounds, 1 1/2 to 1 3/4 in., 180 pack.....	20	@ 25
Domestic rounds, over 1 3/4 in., 140 pack.....	35	@ 88
Export rounds, wide, over 1 3/4 in.....	45	@ 49
Export rounds, medium, 1 1/2 to 1 3/4 in.....	33	@ 35
Export rounds, narrow, 1 1/2 in. under.....	34	@ 36
No. 1 weasands.....	4	
No. 2 weasands.....	4	
No. 1 bungs.....	16	@ 15
No. 2 bungs.....	10	@ 12
Middle sewing, 1 1/2 in. 2 in. under.....	65	@ 75
Middles, select, wide, 2 1/2 in. 2 3/4 in. under.....	65	@ 85
Middles, select, extra, 2 1/2 in. 2 3/4 in. under.....	1.00	@ 1.10
Middles, select, extra, 2 3/4 in. & up.....	1.25	@ 1.40

Dried or salted bladders,

per piece:	
12-15-in. wide, fat.....	7 1/2 @ 9
10-12-in. wide, fat.....	4 @ 6 1/2
8-10-in. wide, fat.....	2 1/2 @ 3 1/2
6-8-in. wide, fat.....	2 @ 2 1/2

Hog casings:

Extra narrow, 29 mm. & dn.....	2.40
Narrow medium, 29@32 mm.....	2.40
Medium, 32@33 mm.....	2.10
Medium, 35@38 mm.....	1.80 @ 1.90
Wide, 38@43 mm.....	1.55 @ 1.05
Extra wide, 43 mm.....	1.45 @ 1.00
Export bungs.....	22 @ 23
Large prime bungs.....	14 @ 20
Medium prime bungs.....	11 @ 14
Small prime bungs.....	8 @ 10
Middles, per set.....	21 @ 24

SEEDS AND HERBS

	Whole	Ground
Caraway seed.....	1.00	1.15
*Cummin seed.....	23	26
Mustard sd., fcy, yel.....	23	
American.....	15 1/2	
Marjoram, Chilean.....	35	40
Oregano.....	13	16

*Nominal.

OLEOMARGARINE

White domestic, vegetable.....	19
White animal fat.....	16 1/2
Water churned pastry.....	15 1/2
Milk churned pastry.....	15 1/2
Vegetable type.....	Unquoted

VEGETABLE OILS

White, deodorized, summer oil, in tank cars, del'd Chicago.....	14.63
Yellow, deodorized, salad or winterized oil, in tank cars, del'd Chicago.....	15.03
Raw soap stocks:	
Cents per lb. del'd. in tank cars.	
Cottonseed foots, basis 50% T.F.A. Midwest and West Coast.....	3 1/2
East.....	3 1/2
Corn foots, basis 50% T.F.A. Midwest.....	3 1/2
East.....	3 1/2
Soybean foots, basis 50% T.F.A. Midwest and West Coast.....	3 1/2
East.....	3 1/2
Soybean oils, in tanks, f.o.b. mills. Midwest.....	11 1/2
Corn oil, in tanks, f.o.b. mills.....	12 1/2

Manufacturer to jobber prices, f.o.b.

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Kadiem is equipped to supply packers with individualized blends. Packers' formulas are carefully followed when supplied, or created by Kadiem laboratory to meet packers' special stated requirements of flavor, aroma, color or preservability.

In addition, Kadiem supplies laboratory-tested standard cures and flavorings.

☆ ☆ ☆

Compounded of top-grade ingredients of uniform quality and strength, Kadiem Formulas can be used with assurance of complete satisfaction.

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SAYER'S SAUSAGE CASINGS

For the best in natural casings . . .
sheep, hog, beef or sewed casings

SAYER & CO. INC.

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Portable, inclined pilers save a lot of time and effort—handling and stacking packages, bales, bundles, boxes—in the plant or warehouse, at the airport, around the shipping platform, unloading and loading cars, trucks, boats, transport planes.

Available in a wide variety of sizes and styles. Unit illustrated has an adjustable boom which is easily extended over piles or into car or truck; the boom is clear of all supporting obstructions and is adjustable up to 7½, 8½, and 9½ ft. It handles individual items up to 100 lbs. Other Standard Pilers elevate and stack up to 30 ft. Write for complete information on the HANDIPILER and valuable reference catalog NP-115 "Conveyors by Standard."

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CHICAGO 4

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MARKET PRICES *New York*

DRESSED BEEF CARCASSES

City Dressed

Steer, heifer, choice.....	22
Steer, heifer, good.....	21
Steer, heifer, commercial.....	19
Steer, heifer, utility.....	17
Cow, commercial.....	19

The above quotations do not include charges for koshering but do include 50c per cwt. for delivery.

KOSHER BEEF CUTS

Steer, hfr., tri., choice.....	21½
Steer hfr., tri., good.....	20½
Steer, hfr., tri., commercial.....	19½
Steer, hfr., tri., utility.....	17½
Steer, hfr., reg. chk., choice.....	24
Steer, hfr., reg. chk., good.....	22½
Steer, hfr., reg. chk., commercial.....	21½
Steer, hfr., reg. chk., utility.....	18½

Above quot. include permitted add. for Zone 9, plus \$1.50 per cwt. for koshering plus 50c per cwt. for loc. del.

Steer, hfr., rib, choice.....	25½
Steer, hfr., rib, good.....	24½
Steer, hfr., rib, commercial.....	22½
Steer, hfr., rib, utility.....	20
Steer, hfr., loin, choice.....	31
Steer, hfr., loin, good.....	29½
Steer, hfr., loin, commercial.....	24½
Steer, hfr., loin, utility.....	21½

Above prices are for Zone 9, plus 50c per cwt. for del. Additions for kosher cuts, where permitted, are not included in prices.

*FRESH PORK CUTS

	Western
Pork loins, fresh, 12 lbs. dn.....	25
Shoulders, regular.....	22
Butts, regular 3/5 lbs.....	26½
Hams, regular, under 14 lbs.....	23½
Hams, skinned fresh, under 14 lbs.....	25½
Picnics, fresh, bone in.....	22
Pork trimmings, ex. lean.....	32
Pork trimmings, regular.....	19½
Spareribs, medium.....	15½

	City
Pork loins, fr., 10/12 lbs.....	26½
Shoulders, regular.....	23½
Butts, boneless, O. T.....	32
Hams, regular, under 14 lbs.....	23½
Hams, sknd., under 14 lbs.....	28½
Picnics, bone in.....	23½
Pork trim, ex. lean.....	32
Pork trim, regular.....	19½
Spareribs, medium.....	16½
Boston butts, 3/5 lbs.....	28

*COOKED HAMS

Cooked hams, skin on, fattd, 8/down.....	43
Cooked hams, skinless, fattd, 8/down.....	46½

*SMOKED MEATS

Reg. hams, under 14 lbs.....	23
Reg. hams, 14/18 lbs.....	27½
Reg. hams, over 18 lbs.....	26½
Skd. hams, under 14 lbs.....	30½
Skd. hams, 14/18 lbs.....	30
Skd. hams, over 18 lbs.....	29
Picnics, bone in.....	26½
Bacon, Western, 5/12 lbs.....	26½
Bacon, city, 8/12 lbs.....	25
Beef tongues, light.....	31
Beef tongues, heavy.....	31

*Quotations on pork items are for less than 5,000 lb. lots and include all permitted additions.

DRESSED HOGS

Hogs, gd. & ch., hd. on, lf. fat in, Nov. 7, under 80 lbs.....	21.25
81 to 99 lbs.....	21.25
100 to 119 lbs.....	20.25
120 to 139 lbs.....	19.25
140 to 159 lbs.....	18.25
160 to 179 lbs.....	17.25
180 to 199 lbs.....	16.25

*DRESSED VEAL

Hide off

Choice, 50@275 lbs.....	22½
Good, 50@275 lbs.....	21½
Commercial, 50@275 lbs.....	19½
Utility, 50@275 lbs.....	17½

*Quot. are for zone 9 and include 50c for del. An additional ¼c per cwt. permitted if wrapped in stick-inette.

DRESSED SHEEP AND LAMBS

Lamb, choice.....	27½
Lamb, good.....	25½
Lamb, commercial.....	23½
Mutton, good & choice.....	14½
Mutton, utility & cull.....	13½

*Quotations are for Zone 9.

FANCY MEATS

Tongues, Type A.....	35½
Sweetbreads, beef, Type A.....	34½
Sweetbreads, veal, Type A.....	41½
Beef kidneys.....	12½
Lamb fries, per lb.....	29½
Livers, beef, Type A.....	24½
Oxtails, under ¼ lb.....	9½

Prices 1 c. l. and loose basis for zone 9. For lots under 500 lbs., add \$0.625.

BUTCHERS' FAT

Shop fat.....	\$3.25 per cwt.
Breast fat.....	4.25 per cwt.
Edible suet.....	4.75 per cwt.
Inedible suet.....	4.75 per cwt.

CHICAGO PROVISION SHIPMENTS

Provision shipments from Chicago for the week ended November 3, 1945, were reported as follows:

	Week Nov. 3	Previous week	Year ago
Cured meats, pounds.....	18,851,000	20,272,000	32,792,000
Fresh meats, pounds.....	40,655,000	38,023,000	52,128,000
Lard, pounds.....	3,320,000	2,193,000	5,554,000

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CHICAGO PROVISION MARKETS

From the National Provisioner Daily Market Service

CASH PRICES

CARLOT TRADING LOOSE, BASIS
F.O.B. CHICAGO OR CHICAGO
BASIS

WEDNESDAY, NOV. 7, 1945

REGULAR HAMS

Fresh or Frozen

	S.P.
8-10	22 1/4
10-12	22 1/4
12-14	22 1/4
14-16	21 1/4

BOILING HAMS

Fresh or Frozen

	S.P.
16-18	21 1/4
18-20	20 1/4
20-22	20 1/4

SKINNED HAMS

Fresh or Frozen

	S.P.
10-12	24 1/4
12-14	24 1/4
14-16	23 1/4
16-18	23 1/4
18-20	22 1/4
20-22	22 1/4
22-24	22 1/4
24-26	22 1/4
26-28	22 1/4
28-30	22 1/4
30-32	22 1/4

PICNICS

Fresh or Frozen

	S.P.
4-6	20 1/4
6-8	20 1/4
8-10	20 1/4
10-12	20 1/4
12-14	20 1/4

Short shank 1/4c over.

BELLIES

(Square Cut Seedless)

Fresh or Frozen

	Cured
Under 8	18
8-12	17 1/4
12-16	16
16-20	15 1/4
20-22	15

D. S. BELLIES

Clear

	Rib
18-20	15
20-25	15
25-30	15
30-35	15
35-40	15
40-50	15

GREEN AMERICAN BELLIES

16-20	14 1/4
20-25	14 1/4
25 and up	14 1/4

FAT BACKS

Green or Frozen

	Cured
6-8	11
8-10	11
10-12	11
12-14	11 1/4
14-16	11 1/4
16-18	12
18-20	12
20-25	12

OTHER D.S. MEATS

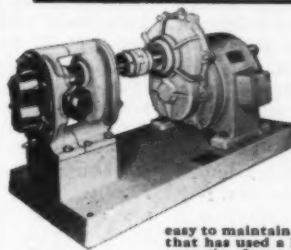
Fresh or Frozen

	Cured
Regular plates	11 1/4
Clear plates	10 1/4
Jowl butts	10 1/4
Square jowls	11 1/4

BUMP PUMPS

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DO YOUR
PUMPING
JOB BETTER

here's
why



Note the principle of operation above and you'll see why Bump Pumps have a low maintenance cost. The internal seals do not revolve and there is no contamination of the fluid being pumped as the bearings are entirely separate from the pumping chamber. There are no grease cups and no internal threads—only two moving parts. Bump Sanitary Pumps are easy to clean and

easy to maintain. As one food processing company that has used a large number of Bump Pumps in operation for years says: "We use Bump Pumps because in our opinion they do a better job at a lower total cost to us than any other pumps now offered on the market." Bump Pumps are positive action, self-priming under head pressures, can be operated at slow speed, and deliver a constant volume per revolution regardless of speed or pressure.

Illustrated is Bump Sanitary Direct Drive Pump. Illustrated catalog upon request.

The **BUMP PUMP CO.** LA CROSSE WISCONSIN

FUTURE PRICES

MONDAY, NOV. 3, THROUGH
WEDNESDAY, NOV. 7, 1945

LARD	Open	High	Low	Close
May	13.75	13.80	13.80	13.80
July	13.50	13.60	13.60	13.60
Sept.	13.00			13.00
Oct.	No bids or offerings			

WEEK'S LARD PRICES

Prices of prime steam lard for the week are reported as follows:

	P. S. Lard	P. S. Lard	Raw
	Tierces	Loose	Leaf
Nov. 5	13.80b	12.80b	12.75a
Nov. 6	13.80b	12.80b	12.75a
Nov. 7	13.80b	12.80b	12.75a
Nov. 8	13.80b	12.80b	12.75a

Packers' Wholesale Prices

Refined lard tierces, f.o.b.	
Chicago C. L.	14.55
Kettle rend., tierces, f.o.b.	
Chicago C. L.	15.05
Leaf, kettle rend., tierces, f.o.b.	
Chicago C. L.	15.05
Neutral, tierces, f.o.b.	
Chicago C. L.	15.55
Shortening, tierces, (North)	
c.a.f.	16.50
Shortening, tierces, (South)	
c.a.f.	16.25

FERTILIZER PRICES

BASIS NEW YORK DELIVERY

Ammoniates

Ammonium sulphate, bulk, per ton, basis ex-vessel Atlantic ports	\$29.20
Blood, dried, 16% per unit	5.53
Unground fish scrap, dried, 11% ammonia, 10% B.P.L., f.o.b. fish factory	4.75 & 10c
Fish meal, foreign, 11 1/4% ammonia, 10% B. P. L., c.i.f. spot	55.00
November shipment	55.00
Fish scrap (acidulated), 7% ammonia, 3% A. P. A., f.o.b. fish factories	4.00 & 50c
Soda nitrate, per net ton, bulk, ex-vessel Atlantic and Gulf ports	30.00
in 200-lb. bags	32.40
in 100-lb. bags	33.00
Fertilizer tankage, ground, 10% ammonia, 10% B. P. L., bulk	4.25 & 10c
Feeding tankage, unground, 10-12% ammonia, 15 1/2% B. P. L., bulk	5.53

Phosphates

Bone meal, steam, 3 and 50 bags, per ton, f.o.b. works	\$42.00
Bone meal, raw, 4 1/4% and 50%, in bags, per ton, f.o.b. works	40.00
Superphosphate, bulk, f.o.b. Baltimore, 19% per unit	.65

Dry Rendered Tankage

45/50% protein, unground	\$ 1.25
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BY-PRODUCTS—FATS—OILS

TALLOWES AND GREASES

TALLOWES AND GREASES.—Further sharp increases in hog slaughter throughout the country, and a continued heavy kill of cattle is responsible for more liberal offerings of both tallowes and greases. Trading in the market is more active now than at any time in several months, but demand continues to exceed offerings so that prices remain firm at ceiling levels. Smaller users report larger purchases and some of the larger houses are out of the market at times because of filled quotas. However, there is little hope that the supply will become large enough to put prices under the ceiling in the next few months.

Sales of both tallowes and greases were more numerous from all sections of the country this week, but the market was well sold up at all times. Included in tallow sales this week was fancy at 8½c; choice, 8¾c; special, 8½c, and a car of No. 1 in drums at the ceiling, outside point. Grease sales included choice white at 8¾c; A-white, 8¾c; B-white, 8½c, and a car of yellow grease in drums at the ceiling.

NEATSFOOT OIL.—Light production of neatsfoot oil limits volume of trading and quotations are considered nominal. A few sales in small quantities are reported at maximum levels, but lower bids are placed for large orders.

STEARINE.—Offerings continue thin and quotations unchanged. Prime oleo stearine is quoted at 10.61c and yellow grease stearine at 8.50c.

OLEO OIL.—No change in this market with demand good and offerings light. Full ceiling prices quoted.

GREASE OIL.—Routine trading at steady prices. No. 1 oil is 14c; prime burning, 15¼c, and acidless tallow oil, 13¼c.

VEGETABLE OILS

Movement of soybeans to market continues liberal and there is fairly good deliveries of peanuts in the South. However, trading in oils remains tight, although the market appears a little more on the active side at times. The announcement of a reduction in lard set-aside from four to three and one-half per cent of the live weight of hogs slaughtered is an indication that supplies of all fats, greases and oils are improving. However, the Department of Agriculture predicts that prices of fats and oils in the United States probably will continue at high levels through 1946 and early 1947. If ceiling prices are removed in 1946, it was added, prices of some oils would advance.

SOYBEAN OIL.—Marketings of soybeans continues at a heavy pace, but crushers are still reluctant to accept offerings of bids for delivery into next year. A few sales are made for nearby delivery and demand continues broad at all times.

PEANUT OIL.—A few sales of peanut oil are being made in a quiet way and full ceiling bids are in the market, but not accepted. Some increase in trading in this oil is looked for in the near future, but it is doubtful that offerings will be large enough to supply demand, even though there is a larger supply of oil grade peanuts this year.

OLIVE OIL.—The olive oil market will probably be in the doldrums for many months to come because of the lack of supplies. No imported oil is expected and the domestic supply is lightest in many years. Full ceiling prices are quoted and only a few minor sales are reported from week to week.

COTTONSEED OIL.—This was a short week in the cottonseed oil futures market because of an election day holiday. Quotations remained unchanged.

BY-PRODUCTS MARKETS

Blood	
Unit	Ammonia
Unground, loose	\$5.00

Digester Feed Tankage Materials	
Unground, per unit ammonia	\$5.00
Liquid stick, tank cars	2.00

Packinghouse Feeds	
Carlots	per ton
65% digester tankage, bulk	\$78.20
60% digester tankage, bulk	71.04
55% digester tankage, bulk	65.86
50% digester tankage, bulk	60.28
45% digester tankage, bulk	54.80
50% meat, bone meal scraps, bulk	70.00
*Blood-meal	88.40
†Special steam bone-meal	50.00@55.00

†Based on 15 units of ammonia.

Bone Meal (Fertilizer Grades)	
Per ton	
Steam, ground, 3 & 50	\$5.00@38.00
Steam, ground, 2 & 26	\$5.00@38.00

Fertilizer Materials	
Per ton	
High grade tankage, ground	
10@11% ammonia	\$ 3.85@4.00
Bone tankage, unground, per ton	30.00@31.00
Hoof meal	4.25@4.50

Dry Rendered Tankage	
Per unit	
Hard pressed and expeller unground	
*55% protein or less	\$1.25
*55 to 75% protein	1.25

Gelatin and Glue Stocks	
Per cwt.	
Calf trimmings (limed)	\$1.00
Hide trimmings (green salted)30
Sinews and pizzles (green, salted)35

Per ton	
Cattle jaws, skulls and knuckles	\$45.00
Pig skin scraps and trim, per lb.	7¼@7½

*Denotes ceiling price, f.o.b. shipping point.

Bones and Hoofs	
Per ton	
Round shins, heavy	\$70.00@80.00
light	70.00
Flat shins, heavy	65.00@70.00
light	65.00
Blades, buttocks, shoulders & thighs ..	62.50@65.00
Hoofs, white	nominal
Hoofs, house run, assorted	40.00@45.00
Junk bones	35.00

‡Delivered Chicago.

Animal Hair	
Per ton	
Winter coil dried, per ton	\$ 60.00
Summer coil dried, per ton	35.00@37.50
Winter processed, black, lb.	8
Winter processed, gray, lb.	8
Cattle switches	4 @ 4½

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HIDES AND SKINS

Packer hides sold up, Coast to Coast, at ceiling—Buyers combing small packer market—Calfskins in short supply.

Chicago

PACKER HIDES.—Trading in Oct. hides was deferred until this week by two of the local packers, due mainly to convention activities here last week. At mid-week these packers cleared their Oct. production of hides, all at ceiling prices. The other two packers had moved their month's production late the previous week.

There is urgent inquiry for more packer hides, with little prospect of filling all the permits with the desired packer take-off. The current trading permits expire at the end of this week. Heavy steers were in very short supply this month, particularly native steers, and hide traders were inclined to credit black market operations with at least part of this shortage. Branded steers were also short, as packers had sold ahead into Oct. production last month in order to clear packs already salted and sorted according to the optional method of salting, which has now been revoked by Amends. 13 and 14 to the Hide Price Schedule. Consequently,

after the needs of tanning subsidiaries had been filled, there were very few heavy steers left for belting and other tanners.

The final estimate of shoe production for August was 41,535,726 pairs, an increase of 14.3 per cent over the 36,337,775 pairs reported for July, and slightly over the 41,165,918 pairs made during August 1944.

OUTSIDE SMALL PACKER.—The better known small packer productions cleared early during the previous week, in anticipation of a shortage of packer hides, at the full ceiling of 15c flat, trimmed, for all-weight native steers and cows, and 14c for brands. Buyers have been combing this market all week and it is now rather closely sold out, according to traders, while a number of unfilled permits are still apparent. Bulls, however, are sluggish and being discounted ½c in spots.

PACIFIC COAST.—The Pacific Coast market was active this week at the local ceiling of 13½c, flat, for steers and cows, and 10c for bulls, and is now closely sold up to the end of Oct.

FOREIGN WET SALTED HIDES.—Reports early this week indicated that a total of 25,500 hides moved previous week in the South American market, of

which only 1,000 were reported coming to the States, while the major part sold to Britain. There has been practically no news so far this week from that market but it is indicated that local tanners are not so anxious to pay premiums over the ceiling prices agreed among the United Nations group.

COUNTRY HIDES.—Collections of country hides usually show a sharp increase at this season but this has been delayed so far by the continued mild weather. More inquiry was reported in the country market this week, following the inability of buyers to secure sufficient packer and small packer hides. Country all-weights of not over 45-46 lb. avge., free of renderers, are salable at the ceiling of 15c flat, trimmed, or 14c untrimmed, with brands at a cent less. Some heavier lots have moved at ½c less, and lower bids are reported for lots running more to renderers. Country bulls are slow and moving at 9½ @ 10c in some instances where tanner buyers have no use for them and have to re-sell them to other buyers. Quite a few heavy country hides are reported moving for export, with more unfilled orders around.

CALFSKINS.—The current rather heavy calf slaughter is running well to kips. There is an active demand for packer calfskins and market is strong at the ceiling of 27c for heavies and 23½c for lights under 9½ lb. One packer cleared Oct. calfskins at mid-week, with most sales reported on basis of New York selection, and the other

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packers will clear their holdings that basis before the permits expire at the end of the week.

City calfskins were in short supply and collectors are sold up, with the bulk of sales on basis of New York selection; on a per pound basis, market is strong at 20½c for 8/10 lb., and 23c for 10/15 lb. Country calfskins are readily salable at the maximum of 16c for 10 lb. and down, and 18c for 10/15 lb. City light calf and deacons are wanted at \$1.43, selected.

KIPSKINS.—While packer kips are in more generous supply, there is a broad demand sufficient to hold the market strong at the ceiling of 20c for 15-30 lb. natives, and 17½c for brands. One local packer booked Oct. kips at mid-week and the others will clear their holdings before the week-end, with a good part of trading probably on New York selection.

City kipskins are quotable at the ceiling of 18c for 15-30 lb. natives and 17c for brands; collectors are well sold up, with some sales reported on New York selection, and more wanted. Country kips sold 16c, flat, f.o.b. shipping points.

Two packers cleared their Oct. slunks at the maximum of \$1.10 flat, for regulars, and 55c, flat, for hairless.

SHEEPSKINS.—Dry western pelts are easier at 24@25c per lb., del'd Chgo. Trade is not overly active in packer shearlings, due to current light production, but a good buying interest is re-

ported in all quarters. Some producers have nothing to offer; a few No. 2's were offered on inquiry at \$1.25. Seven or eight cars were reported this week at \$2.00@2.15 for No. 1's, according to points, etc., \$1.15@1.20 for No. 2's, and 90@95c for No. 3's. Pickled skins continue in good demand and moving at individual ceilings by grades; market quotable \$7.75@8.00 per doz. packer production. Some trading is under way on outside packer Nov. wool pelts, with sales credited around \$2.90@2.95 per cwt. liveweight basis, reported to have been for westerns with a few natives included. Previously, market had been quoted around \$2.75@2.85 per cwt. for westerns, and \$2.65@2.75 for natives.

New York

PACKER HIDES.—Three of the New York packers cleared their Oct. hides last week at full ceiling prices, and the others are now about cleaned up, with further inquiry reported.

CALFSKINS.—The New York collectors moved the bulk of their holdings of calfskins previous week and are now sold up; 3-4's cleared at \$1.15, 4-5's \$1.30, 5-7's \$1.65, 7-9's \$2.60, 9-12's \$3.55, 12/17 kips \$3.95, and 17 lb. up quoted at \$4.35. All packers will clear Oct. output later this week.

WEEK'S CLOSING MARKETS

THURSDAY'S CLOSING

Provisions

The volume of hog slaughtering continues to increase, but trading in the provision market remains tight. Most houses are filling a heavy backlog of orders and are unable to place any product on the market. The few sales made are in small lots and at full ceiling levels.

Cottonseed Oil

December 14.31n; March 14.31n; May 14.10b; July 14.00b; Sept. 13.50b. No sales.

CHICAGO HIDE MOVEMENT

Receipts of hides at Chicago for the week ended Nov. 3, 1945, were 8,124,000 lbs.; previous week 6,568,000 lbs.; same week last year, 7,127,000 lbs. January 1 to date, 305,293,000 lbs.; same period a year earlier, receipts were 256,274,000 lbs.

Shipments of hides from Chicago for week ended Nov. 3, 1945, were 5,027,000 lbs.; previous week 4,978,000 lbs.; same week last year 4,880,000 lbs. January 1 to date, 197,349,000 lbs.; compared with 186,618,000 lbs. a year ago.

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LIVESTOCK MARKETS *Weekly Review*

MEAT PRODUCTION IN GOOD SEASONAL GAIN AS HOG KILL EXPANDS

Total meat production in federally inspected plants last week increased 9 per cent over the preceding week, the U.S.D.A. Meat Board reported. As in the previous week, this increase resulted mainly from the seasonally larger output of pork. The estimated total of all classes of meat was calculated at 344,000,000 lbs., compared with 315,000,000 lbs., a week earlier and 358,000,000 lbs., for the same week last year.

Inspected hog slaughter, continuing its upward trend, showed a 28 per cent increase over the week of October 27. The board's estimate for the week was 773,000 head. This is a 171,000 head gain over the preceding week, but a 437,000 head or 36 per cent decrease from the same week last year. The estimated production of pork was 123,000,000 lbs., up 25,000,000 lbs. from a week ago but 45,000,000 lbs. under a year ago.

Cattle Kill Heavy

Inspected cattle slaughter for the week ended November 3 totaled 363,000 head, 6,000 over the previous week and 37,000 more than a year ago. The amount of beef produced from this slaughter is estimated at 172,000,000 lbs., a gain of 3,000,000 lbs. over a week earlier and 31,000,000 lbs. more than the same week in 1944.

Slaughter of calves amounted to 216,000 head, compared with 217,000 the previous week and 213,000 a year ago. Production of inspected veal was estimated at 29,000,000 lbs., the same as a week earlier but 1,000,000 lbs. less than a year ago.

Slaughter of sheep under federal inspection was estimated at 449,000 head,

3,000 less than in the preceding week and 40,000 under the same week a year ago. The output of lamb and mutton was estimated at 20,000,000 lbs. This compares with 19,000,000 lbs. for both the preceding week and the corresponding week last year.

NATIONAL HIDE ASSOCIATION HOLDS FIRST CONVENTION

The first convention of the National Hide Association, held November 1 and 2, at the Morrison hotel, Chicago, attracted an enthusiastic group of members from all sections of the country. A meeting of officers and directors was held early on the opening day, followed by a business meeting of the members.

Following the luncheon, an open meeting, attended by an overflow crowd, was conducted by President Leslie M. Lyon, who re-stated the aims and ideals of the association: 1) To organize on a national basis all hide dealers and brokers for the purpose of exchanging opinions and unifying for action, to speak for and represent the industry before government bodies; 2) To disseminate useful and necessary information to its members for their mutual benefit; 3) To stimulate and maintain cordial and beneficial relations between its members and hide producers, tanners and related industries.

Jack Weiller, chairman of the membership committee, gave a history of the conception of the organization and the work that has been accomplished during the past year.

The highlight of the dinner closing the program was an address by Irving Glass, economist of the Tanners' Council of America, who spoke of the need for an association during the post-war era.

Boost Hog Ceilings at Thirteen Markets

Amendment 17 to MPR 469, effective November 8, 1945, increased live hog ceilings five cents per cwt. at 13 terminal markets. It also designates one new interior market, Purcellville, Va., with a 10c increase in its former ceiling.

The terminal markets where ceilings have been increased and new ceilings for barrows and gilts are as follows: Boston, Mass., \$15.35; Evansville, Ind., \$14.70; Ft. Wayne, Ind., \$14.75; Louisville, Ky., \$14.80; Memphis, Tenn., \$14.65; Montgomery, Ala., \$14.50; New Orleans, La., \$14.35; Newport, Minn., \$14.60; Peoria, Ill., \$14.65; Pittsburgh, Pa., \$15.20; South St. Paul, Minn., \$14.60; Springfield, Ill., \$14.65; West Fargo, N. D., \$14.30, and Purcellville, Va., \$14.85.

MEAT CONSUMPTION¹

	Aug. 1945	Aug. 1944	8 mos. 1945	8 mos. 1944
Apparent consumption—Total—(thousands of pounds, dressed weight basis)				
Beef and veal	727,399	709,042	4,987,208	4,852,685
Pork (carcass wt.)	521,062	852,196	4,370,247	7,589,944
Lamb and mutton	71,547	73,096	603,292	549,674
Total ²	1,320,009	1,634,245	9,960,746	12,991,299
Pork, excl. lard	389,675	624,353	3,415,341	5,587,386
Lard ³	71,837	152,400	447,255	1,136,121

Apparent consumption—Per capita (pounds)

	5.17	5.10	35.54	31.91
Beef and veal	5.17	5.10	35.54	31.91
Pork (carcass wt.)	3.71	6.12	31.23	54.72
Lamb and mutton51	.52	4.30	3.97
Total	9.39	11.74	71.07	90.60
Pork, excl. lard	2.77	4.49	24.35	40.30
Lard ³51	1.10	3.18	8.19

¹Based on federally inspected slaughter. Includes shipments to our armed forces but excludes lease-lease shipments. ²Totals based on unrounded numbers. ³Includes rendered pork fat.

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LIVESTOCK PRICES AT LEADING MARKETS

Livestock prices at five western markets on Nov. 7, 1945, reported by Office of Production & Marketing Administration:

2008 (quotations based on hard hogs): Chicago Nat. Stk. Yds. Omaha Kans. City St. Paul

BARROWS AND GILTS:

Good and Choice:

120-140 lbs.	\$14.00-14.85	\$14.80 only			
140-160 lbs.	14.50-14.85	14.80 only	\$14.50 only	\$14.25-14.55	\$14.55 only
160-180 lbs.	14.85 only	14.80 only	14.50 only	14.40-14.55	14.55 only
180-200 lbs.	14.85 only	14.80 only	14.50 only	14.55 only	14.55 only
200-220 lbs.	14.85 only	14.80 only	14.50 only	14.55 only	14.55 only
220-240 lbs.	14.85 only	14.80 only	14.50 only	14.55 only	14.55 only
240-270 lbs.	14.85 only	14.80 only	14.50 only	14.55 only	14.55 only
270-300 lbs.	14.85 only	14.80 only	14.50 only	14.55 only	14.55 only
300-330 lbs.	14.85 only	14.80 only	14.50 only	14.55 only	14.55 only
330-360 lbs.	14.85 only	14.80 only	14.50 only	14.55 only	14.55 only

Medium:

160-220 lbs.	14.00-14.85	14.50-14.80	14.00-14.50	14.40-14.55	14.35-14.55
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BOWS:

Good and Choice:

270-300 lbs.	14.10 only	14.05 only	13.75 only	13.80 only	13.80 only
300-330 lbs.	14.10 only	14.05 only	13.75 only	13.80 only	13.80 only
330-360 lbs.	14.10 only	14.05 only	13.75 only	13.80 only	13.80 only
360-400 lbs.	14.10 only	14.05 only	13.75 only	13.80 only	13.80 only

Good:

400-450 lbs.	14.10 only	14.05 only	13.75 only	13.80 only	13.80 only
450-550 lbs.	14.10 only	14.05 only	13.75 only	13.80 only	13.80 only

Medium:

250-550 lbs.	12.75-13.75	13.75-14.05	13.50-13.75	13.80 only	13.50-13.80
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SLAUGHTER CATTLE, VEALERS, AND CALVES:

STEERS, Choice:

700-900 lbs.	17.25-18.00	16.50-17.75	16.50-17.50	16.50-17.65	17.00-17.70
900-1100 lbs.	17.50-18.00	16.50-17.90	16.75-17.65	16.75-17.65	17.25-17.70
1100-1300 lbs.	17.50-18.00	16.75-17.90	16.75-17.65	17.00-17.65	17.25-17.70
1300-1500 lbs.	17.50-18.00	16.75-17.90	16.75-17.65	17.00-17.65	17.25-17.70

STEERS, Good:

700-900 lbs.	15.00-17.25	14.25-16.50	14.50-16.25	14.50-16.75	14.75-17.25
900-1100 lbs.	15.50-17.25	14.50-16.50	14.75-16.50	14.75-16.75	14.75-17.25
1100-1300 lbs.	16.00-17.50	14.75-16.75	14.75-16.50	15.25-17.00	14.75-17.25
1300-1500 lbs.	16.00-17.50	14.75-16.75	14.75-16.50	15.50-17.00	14.75-17.25

STEERS, Medium:

700-1100 lbs.	12.00-15.50	12.00-14.50	11.75-14.50	12.50-14.75	11.00-14.75
1100-1300 lbs.	12.50-16.00	12.50-14.75	12.50-14.50	13.25-14.75	11.00-14.75

STEERS, Common:

700-1100 lbs.	10.00-12.50	10.00-12.50	10.00-12.00	10.25-12.50	9.00-11.00
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HEIFERS, Choice:

600-800 lbs.	16.75-17.75	16.25-17.50	16.00-17.50	16.00-17.25	16.00-17.70
800-1000 lbs.	17.25-18.00	16.25-17.50	16.25-17.05	16.25-17.65	16.25-17.70

HEIFERS, Good:

600-800 lbs.	14.50-16.75	13.75-16.25	14.50-16.00	14.25-16.25	13.00-16.00
800-1000 lbs.	14.50-17.25	13.75-16.25	14.50-16.00	14.50-16.25	13.00-16.25

HEIFERS, Medium:

500-900 lbs.	11.50-14.50	10.75-13.75	10.50-14.00	10.50-14.00	10.50-13.00
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HEIFERS, Common:

500-900 lbs.	9.50-11.50	9.00-10.75	9.00-10.50	9.25-10.50	8.50-10.50
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COWS, All Weights:

Good	13.00-14.50	11.50-13.50	11.50-13.00	12.25-13.50	11.00-13.00
Medium	11.25-13.00	9.50-11.50	10.00-11.50	10.50-12.25	9.50-11.00
Cutter & com.	7.50-11.25	7.50-9.50	7.25-10.00	7.75-10.50	7.00-9.50
Canner	6.75-7.75	6.00-7.50	6.25-7.25	6.25-7.75	6.00-7.00

BULLS (Ylgs. Excl.), All Weights:

Beef, good	13.25-14.00	12.00-13.00	12.25-13.25	12.00-13.00	12.00-13.50
Sausage, good	12.50-13.25	11.00-12.00	11.50-12.25	10.75-12.00	10.50-12.00
Sausage, med.	10.50-12.50	10.00-11.00	10.50-11.50	9.75-10.75	9.50-10.50
Sausage, cut. & com.	8.75-10.50	8.00-10.00	8.50-10.50	7.75-9.75	7.25-9.50

VEALERS:

Good & choice	14.00-15.50	12.75-16.75	12.50-14.50	13.00-14.00	13.00-15.00
Com. & med.	9.00-14.00	9.00-12.75	9.00-12.50	9.50-13.00	8.50-13.00
Cull	8.00-9.00	6.50-9.00	7.00-9.00	7.00-9.50	6.00-8.50

CALVES:

Good & choice	12.00-14.00	12.50-14.75	12.00-14.00	12.00-14.00	11.00-13.00
Com. & med.	9.00-12.50	9.50-12.50	9.00-12.00	9.00-12.00	8.00-11.00
Cull	8.00-9.00	6.50-9.50	7.00-9.00	7.00-9.00	6.00-8.00

SLAUGHTER LAMBS AND SHEEP:

LAMBS:

Good & choice	14.25-14.50	13.50-14.50	14.00-14.50	13.75-14.25	13.00-13.75
Med. & good	12.25-13.75	12.00-13.25	12.25-13.75	12.50-13.50	10.00-12.50
Common	10.25-11.50	10.25-11.50	10.50-11.75	10.50-12.25	8.50-9.75

YLG. WETHERS:

Good & choice	12.25-12.75			11.50-12.25	11.00-12.00
Med. & good	10.50-11.75			10.25-11.25	9.50-10.75

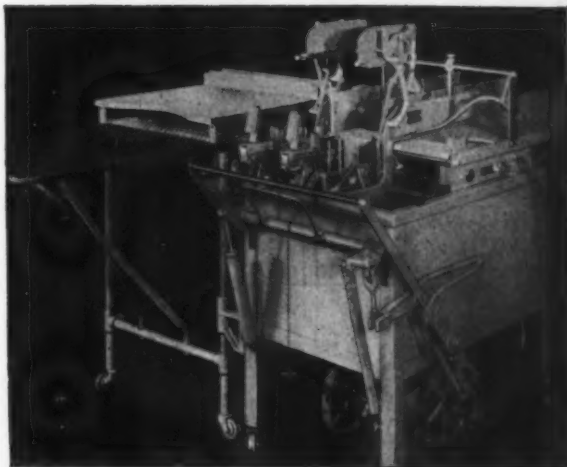
EWES:

Good & choice	6.00-6.50	5.25-5.75	5.75-6.00	5.50-5.55	5.50-6.25
Com. & med.	5.00-6.00	4.00-5.00	4.75-5.05	4.25-5.25	4.00-5.25

Quotations on woolled stock based on animals of current seasonal market weights and wool growth.

Quotations on slaughter lambs and yearlings of Good and Choice and of Medium and Good grades, and on ewes of Good and Choice grades, as combined, represent lots averaging within the top half of the Good and the top half of the Medium grades, respectively.

WRAPS FRESH OR FROZEN MEATS IN TRAYS OR CARTONS



Miller MODEL M P S WRAPPING MACHINE

SPEEDILY AND **E**CO-
NOMICALLY wraps
meat, poultry or fish
packages in many sizes.
Cuts its own wrappers from
cellophane or paper rolls.
No tools needed to adjust.
One girl is all you need to
operate or adjust either the
heat-sealing or glue-sealing
models. Mounted on cast-
ers, the MILLER Model
MPS can be rolled to the job.
Plugs into any wall outlet
for power. Send us samples
of your packages. We'll
quickly give you complete
information on this versa-
tile, dependable wrapping
machine. Available for im-
mediate delivery.



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Heat seals bags, meat, poultry,
fish in cartons or other pack-
ages in MST Cellophane,
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papers. Ideal for trays or
window boxes. Non-corrosive
stainless steel and aluminum
construction makes it perfect
for use in freezers, locker
plants and other damp loca-
tions.

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Crimping or Closing, Gluing & Sheeting, Sandwich Making.



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OFFICE TELEPHONES JACKSON 6492-1835

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**Black Hawk Hams and Bacon
Pork • Beef • Veal • Lamb
Vacuum Cooked Meats**

THE RATH PACKING COMPANY, Waterloo, Iowa

SLAUGHTER REPORTS

Special reports to THE NATIONAL PROVISIONER showing the number of livestock slaughtered at 15 centers for the week ended November 3, 1945.

	CATTLE	
	Week ended Nov. 3	Cor. week, 1944
Chicago ¹	17,462	18,907
Kansas City.....	30,885	28,378
Omaha ²	25,236	25,053
East St. Louis.....	16,507	17,331
St. Joseph.....	12,087	16,764
St. Paul.....	9,996	10,353
Wichita ³	6,271	5,369
Philadelphia.....	2,732	3,760
Indianapolis.....	2,692	1,970
New York & Jersey City.....	13,418	13,410
Okl. City.....	16,048	17,181
Cincinnati.....	7,804	7,037
Denver.....	7,473	8,428
St. Paul.....	16,596	16,764
Milwaukee.....	5,236	4,960
Total.....	187,821	196,955

*Cattle and calves.

	HOGS	
	Week ended Nov. 3	Cor. week, 1944
Chicago.....	78,879	59,933
Kansas City.....	27,247	19,408
Omaha.....	29,453	21,025
East St. Louis.....	45,290	35,330
St. Joseph.....	21,021	14,222
St. Paul.....	11,204	9,614
Wichita.....	2,706	2,231
Philadelphia.....	15,012	7,459
Indianapolis.....	17,003	27,312
New York & Jersey City.....	36,904	25,426
Okl. City.....	6,738	9,893
Cincinnati.....	14,534	12,882
Denver.....	5,132	4,621
St. Paul.....	15,086	9,471
Milwaukee.....	4,506	4,371
Total.....	313,095	246,859

¹Includes National Stock Yards, E. St. Louis, Ill., and St. Louis, Mo.

	SHEEP	
	Week ended Nov. 3	Cor. week, 1944
Chicago.....	12,275	9,858
Kansas City.....	25,995	26,981
Omaha.....	32,711	29,523
East St. Louis.....	12,562	13,153
St. Joseph.....	12,813	15,479
St. Paul.....	15,883	16,180
Wichita.....	1,283	1,385
Philadelphia.....	2,676	4,710
Indianapolis.....	3,330	3,540
New York & Jersey City.....	67,304	58,146
Okl. City.....	4,128	3,793
Cincinnati.....	832	1,078
Denver.....	10,291	11,090
St. Paul.....	18,869	21,981
Milwaukee.....	790	769
Total.....	216,352	217,458

†Not including directs.

NEW YORK LIVESTOCK

Livestock prices at Jersey City, Nov. 5, 1945:

CATTLE:	
Steers, gd. & ch.....	\$18.00@18.50
Steers, med. & gd.....	16.00@17.50
Cows, com. & med.....	9.25@11.00
Cows, can. & cut.....	7.00@ 9.00
Bulls, com. & gd.....	9.00@11.50

CALVES:	
Vealers, gd. & ch.....	\$18.00@18.60
Vealers, com. to gd.....	12.00@16.50

HOGS:	
Gd. & ch.....	\$15.30

LAMBS:	
Lambs, gd. & ch.....	\$16.00@16.50
Ewes, med. to gd.....	5.50@ 7.50

Receipts of salable livestock at Jersey City and 41st st., New York market for week ended Nov. 3, 1945:

Cattle Calves Hogs* Sheep	
Salable.....	1,779 1,267 149 1,581
Total (incl. directs).....	8,899 7,954 17,321 53,493

Previous week:	
Salable.....	1,641 1,119 263 1,577
Directs.....	incl. 9,683 9,960 14,637 40,466

*Including hogs at 31st street.

CORN BELT DIRECT TRADING

(Reported by Office of Production & Marketing Administration.)

Des Moines, Ia., Nov. 7.—At the 19 concentration yards and 11 packing plants in Iowa and Minnesota, hog prices were fully steady for the week.

Hogs, good to choice:	
160-180 lb.....	\$13.50@14.45
180-240 lb.....	14.20@14.45
240-330 lb.....	14.20@14.45
330-360 lb.....	14.20@14.45

Sows:	
270-360 lb.....	\$13.45@13.70
400-550 lb.....	13.45@13.70

Receipts of hogs at Corn Belt markets for the week ended Nov. 7 were as follows:

	This week	Same day last wk.
Nov. 2.....	35,600	32,000
Nov. 3.....	32,700	26,700
Nov. 5.....	39,800	35,100
Nov. 6.....	33,300	32,000
Nov. 7.....	36,100	34,900

RECEIPTS AT CHIEF CENTERS

Receipts at leading markets for the week ended November 3, were reported to be as follows:

AT 20 MARKETS, WEEK ENDED:	
	Cattle Hogs Sheep
Nov. 3.....	409,000 273,000 346,000
Oct. 27.....	414,000 255,000 446,000
1944.....	378,000 487,000 451,000
1943.....	395,000 730,000 535,000
1942.....	304,000 475,000 478,000

AT 11 MARKETS, WEEK ENDED:	
	Hogs
Nov. 3.....	240,000
Oct. 27.....	215,000
1944.....	491,000
1943.....	618,000
1942.....	593,000

AT 7 MARKETS, WEEK ENDED:	
	Cattle Hogs Sheep
Nov. 3.....	280,000 195,000 237,000
Oct. 27.....	280,000 171,000 251,000
1944.....	263,000 331,000 290,000
1943.....	274,000 448,000 374,000
1942.....	206,000 330,000 297,000

LIVESTOCK SUPPLY SOURCES

Percentages of livestock slaughtered during Sept., 1945, bought at stockyards and direct, as reported by USDA.

	Sept., 1945	Aug., 1945	Sept., 1944
	Per cent	Per cent	Per cent
Cattle—			
Stockyards.....	77.4	78.6	77.5
Other.....	22.6	21.4	22.5
Calves—			
Stockyards.....	66.6	66.7	66.5
Other.....	33.4	33.3	33.5
Hogs—			
Stockyards.....	39.2	40.9	41.7
Other.....	60.8	60.0	58.3
Sheep and lambs—			
Stockyards.....	58.5	62.5	68.9
Other.....	41.5	37.5	31.1

PACKERS' PURCHASES

Purchases of livestock by packers at principal centers for the week ending Saturday, November 3, 1945, as reported to THE NATIONAL PROVISIONER:

CHICAGO

Armour, 480 hogs and 1,711 sheep; Swift, 108 hogs and 1,300 sheep; Wilson, 1,582 hogs; Westerns, 448 hogs; Agar, 1,452 hogs; Shippers, 8,577 hogs; Others, 17,124 hogs.

Total: 17,462 cattle; 3,431 calves; 29,971 hogs; 12,275 sheep.

KANSAS CITY

	Cattle	Calves	Hogs	Sheep
Armour	5,403	2,229	1,069	6,899
Cudahy	4,177	1,987	748	5,968
Wilson	4,300	2,736	892	6,088
Others	3,837	1,724	711	2,608
Campbell	2,318
Kornblum	1,252
Others	10,040	479	2,257	4,087
Total	31,327	9,155	5,677	27,290

OMAHA

	Cattle & Calves	Hogs	Sheep
Armour	7,400	2,697	4,277
Cudahy	5,518	1,984	7,098
Swift	5,803	1,553	7,288
Wilson	2,522	1,823	1,690
Independent	...	808	...
Others	...	4,243	...

Cattle and calves: Kroger, 312; Nebraska, 79; Eagle, 79; Greater Omaha, 167; Hoffman, 116; Rothschild, 449; Roth, 182; South Omaha, 1,814; Merchants, 72.

Total: 24,602 cattle and calves; 13,108 hogs and 20,213 sheep.

E. ST. LOUIS

	Cattle	Calves	Hogs	Sheep
Armour	3,756	2,313	2,855	6,487
Swift	5,291	5,825	1,973	3,866
Hunter	1,889	...	2,136	599
Krey	321	...
Hell	847	...
Laclede	1,048	...
Sieloff	301	...
Others	5,571	423	1,666	1,610
Shippers	11,269	3,042	8,475	2,177
Total	27,776	11,003	19,622	14,739

ST. JOSEPH

	Cattle	Calves	Hogs	Sheep
Swift	3,373	1,182	4,848	8,645
Armour	3,492	1,856	4,174	3,238

Others: 3,054, 1,888, 1,940, 632
Total: 9,919, 4,926, 10,962, 12,535

Not including 1,114 cattle, 4 calves, 11,204 hogs and 910 sheep bought direct.

SIOUX CITY

	Cattle	Calves	Hogs	Sheep
Cudahy	4,968	239	2,785	6,432
Armour	4,217	376	3,028	3,899
Swift	2,765	277	1,692	3,528
Others	614
Shippers	7,472	152	2,316	1,692
Total	19,976	1,044	9,821	15,521

WICHITA

	Cattle	Calves	Hogs	Sheep
Cudahy	2,589	1,423	1,722	1,283
Guggenheilm	1,114
Dunn
Ostertag	142	...	123	...
Dold	224	...	710	...
Sunflower	43	...	154	...
Pioneer	25
Others	3,265	...	966	83
Total	8,824	1,423	3,705	1,366

OKLAHOMA CITY

	Cattle	Calves	Hogs	Sheep
Armour	4,079	3,429	470	1,434
Wilson	4,697	3,408	460	1,142
Others	434	1	608	...
Total	9,216	6,838	1,538	1,576

Not including 5,209 hogs and 1,532 sheep bought direct.

CINCINNATI

	Cattle	Calves	Hogs	Sheep
Gall's	491
Kahn's	1,492	...	3,380	...
Lorey	452	...
Meyer	2,603	...
Schlachter	385
Schroth	203	...	2,529	...
National	355
Others	2,523	812	835	207
Shippers	390	368	2,235	4,132
Total	5,948	1,190	11,912	4,880

Not including 1,179 cattle and 682 hogs bought direct.

DENVER

	Cattle	Calves	Hogs	Sheep
Armour	1,603	681	1,834	5,097
Swift	1,667	585	1,642	2,953
Cudahy	1,124	165	964	2,857
Others	3,837	236	953	1,919
Total	8,231	1,667	5,398	12,826

ST. PAUL

	Cattle	Calves	Hogs	Sheep
Armour	2,485	3,133	5,991	6,477
Cudahy	946	959	...	1,081
Riffin	862	251
Swift	3,472	6,824	9,095	11,311
Others	11,541	2,322
Total	21,290	13,489	15,086	18,869

TOTAL PACKER PURCHASES

	Week ended Nov. 3	Prev. week	Cor. week, 1944
Cattle	183,941	198,220	189,364
Hogs	126,795	111,066	293,874
Sheep	141,950	170,324	205,519

CHICAGO LIVESTOCK

Supplies of livestock at the Chicago Union Stock Yards for current and comparative periods.

RECEIPTS

	Cattle	Calves	Hogs	Sheep
Nov. 1	5,788	1,226	5,002	5,794
Nov. 2	3,791	844	9,481	5,798
Nov. 3	2,887	475	7,948	4,490
Nov. 5	18,168	3,285	12,967	13,943
Nov. 6	6,703	1,257	22,062	3,635
Nov. 7	11,500	800	16,500	6,500

*Wk. so far...36,371, 5,342, 51,529, 24,098
Wk. ago...41,598, 4,513, 44,539, 29,085
1944...30,515, 4,580, 55,690, 22,504
1943...45,836, 3,981, 180,774, 36,924

*Including 1,721 cattle, 1,319 calves, 30,645 hogs and 10,413 sheep direct to packers.

SHIPMENTS

	Cattle	Calves	Hogs	Sheep
Nov. 1	3,292	299	1,717	2,755
Nov. 2	2,068	274	1,297	725
Nov. 3	433	1	58	15
Nov. 5	6,643	494	1,481	1,777
Nov. 6	3,245	606	2,590	606
Nov. 7	6,000	400	1,500	500

Wk. so far...15,388, 1,503, 5,571, 2,883
Wk. ago...16,942, 1,595, 5,505, 1,148
1944...9,420, 790, 2,892, 1,822
1943...14,368, 435, 1,343, 4,500

CHICAGO HOG PURCHASES

Supplies of hogs purchased by Chicago packers and shippers week ended Wednesday, Nov. 7, 1945:

	Week ended Nov. 7	Prev. week
Packers' purch.	18,763	22,333
Shippers' purch.	6,926	8,188
Total	25,689	30,521

PACIFIC COAST LIVESTOCK

Receipts for five days ended November 2:

	Cattle	Calves	Hogs	Sheep
Los Angeles	11,519	3,337	979	20
San Francisco	2,700	190	1,250	5,250
Portland	3,975	900	500	3,325

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Inspection tags and all kinds of plant operating tags

Tags with strings, wires or special fasteners

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Thermoplastic sausage bands in rolls or cut strips

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CATTLE - HOGS - LAMBS - CALVES

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WILMINGTON, DELAWARE

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MEAT SUPPLIES AT EASTERN MARKETS

(Reported by the U. S. Department of Agriculture, Production & Marketing Administration.)

WESTERN DRESSED MEATS

		New York	Phila.	Boston
STEERS, carcass	Week ending November 3, 1945.	5,584	1,880	711
	Week previous	6,310	2,351	1,127
	Same week year ago	3,975	1,638	391
COWS, carcass	Week ending November 3, 1945.	2,858	2,486	1,517
	Week previous	3,416	2,846	1,796
	Same week year ago	2,663	2,087	1,426
BULLS, carcass	Week ending November 3, 1945.	72	23	108
	Week previous	257	9	212
	Same week year ago	583	73	340
VEAL, carcass	Week ending November 3, 1945.	13,093	2,419	789
	Week previous	15,730	2,216	1,191
	Same week year ago	15,903	2,109	1,298
LAMB, carcass	Week ending November 3, 1945.	17,141	8,717	8,670
	Week previous	39,312	7,934	10,385
	Same week year ago	24,192	7,961	14,790
MUTTON, carcass	Week ending November 3, 1945.	8,689	3,351	2,140
	Week previous	14,705	3,616	2,806
	Same week year ago	7,616	787	2,331
PORK CUTS, lbs.	Week ending November 3, 1945.	757,253	285,135	35,373
	Week previous	481,301	235,582	64,891
	Same week year ago	1,090,112	626,340	139,398
BEEF CUTS, lbs.	Week ending November 3, 1945.	229,325
	Week previous	765,456
	Same week year ago	498,478

LOCAL SLAUGHTERS

CATTLE, head	Week ending November 3, 1945.	13,418	3,460	...
	Week previous	13,410	3,760	...
	Same week year ago	12,733	2,407	...
CALVES, head	Week ending November 3, 1945.	5,046	2,979	...
	Week previous	9,964	1,964	...
	Same week year ago	13,247	2,229	...
HOGS, head	Week ending November 3, 1945.	36,904	7,971	...
	Week previous	25,427	7,459	...
	Same week year ago	65,400	15,414	...
SHEEP, head	Week ending November 3, 1945.	67,304	4,985	...
	Week previous	58,147	4,710	...
	Same week year ago	56,385	3,868	...

Country dressed product at New York totaled 3,874 veal, 22 hogs and 895 lambs. Previous week 3,947 veal, 2 hogs and 493 lambs in addition to that shown above.

WEEKLY INSPECTED SLAUGHTER

Hog slaughter at 32 inspected centers showed another good increase during the week ended November 3. The total processed was about 130,000 over a week earlier, but still sharply under a year ago. Cattle kill registered a small gain, but slightly fewer calves and lambs were slaughtered.

	Cattle	Calves	Hogs	Sheep
NORTH ATLANTIC				
New York, Newark, Jersey City	13,418	10,185	36,904	67,304
Baltimore, Philadelphia	6,158	815	17,975	2,600
NORTH CENTRAL				
Cincinnati, Cleveland, Indianapolis	14,626	2,242	42,531	8,960
Chicago, Elburn	32,285	8,684	78,879	30,870
St. Paul-Wisconsin Group	30,969	30,605	82,726	25,021
St. Louis Area	20,311	16,352	45,290	22,580
Sioux City	9,966	1,917	11,204	12,983
Omaha	22,406	2,830	29,453	32,711
Kansas City	30,885	13,232	27,247	23,008
Iowa & So. Minn.	15,922	8,428	150,605	41,683
SOUTHEAST	11,732	9,495	6,016	20
SOUTH CENTRAL WEST				
Rocky Mountain	34,963	33,675	31,794	30,313
PACIFIC	7,248	2,089	6,667	12,960
Total	20,489	6,883	15,007	41,700
Total prev. week	271,398	148,032	582,278	376,398
Total last year	265,910	150,475	452,024	377,084
Total last year	253,961	159,531	922,774	425,492

¹Includes St. Paul, S. St. Paul and Newport, Minn., Madison, Milwaukee, Green Bay, Wisc. ²Includes St. Louis National Stockyards, E. St. Louis, Ill., and St. Louis, Mo. ³Includes Cedar Rapids, Des Moines, Fort Dodge, Mason City, Marshalltown, Ottumwa, Storm Lake, Waterloo, Iowa, and Albert Lea, Austin, Minn. ⁴Includes Birmingham, Dothan, Montgomery, Ala., Tallahassee, Fla., and Albany, Atlanta, Columbus, Moultrie, Thomasville, Tifton, Ga. ⁵Includes S. St. Joseph, Mo., Wichita, Kan., Oklahoma City, Okla., Ft. Worth, Texas. ⁶Includes Denver, Colo., Ogden, and Salt Lake, Utah. ⁷Includes Los Angeles, Vernon, San Francisco, San Jose, Sacramento, Vallejo, Calif.

SOUTHEASTERN RECEIPTS

Receipts of livestock as reported by the War Food Administration, at eight southern packing plants located at Albany, Columbus, Moultrie, Thomasville, and Tifton, Ga.; Dothan, Ala.; Jacksonville and Tallahassee, Fla.:

	Cattle	Calves	Hogs
Week ended Nov. 2	4,284	3,220	4,400
Last week	4,643	3,469	4,140
Last year	2,502	1,111	15,267

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Manufacturing: Sales and distribution rights. If interested, write

Mrs. Brentsen's Danish Cookie Co. Inc.,
2700 Geary Blvd.,
San Francisco, Calif.

Plants Wanted and for Sale

FOR SALE: Old established, up-to-date wholesale and retail grocery and meat market with completely equipped sausage factory. Reason, old news. Yearly business about \$250,000. Located in a beautiful section up-state, 140 miles from New York City. Excellent opportunity for right party. PS-345, THE NATIONAL PROVISIONER, 740 Lexington Ave., New York 22, N. Y.

WANTED: To buy or lease, small packing plant with B.A.I. inspection, for slaughtering hogs and cattle. W-133, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

CLASSIFIED ADVERTISEMENTS

Undisplayed, set rates. Minimum 20 words \$3.00, additional words 15c each. "Position wanted," special rate: minimum 20 words \$2.00, additional words 10c each. Count address or box number as four words. Headline 75c extra. Listing advertisements 75c per line. Displayed \$7.50 per inch. 10% discount for 3 or more insertions.

SEE ALSO BOTTOM OF PAGE 283

CLASSIFIED ADVERTISING PAYABLE IN ADVANCE. PLEASE REMIT WITH ORDER.

Position Wanted

Officer now in chemical warfare service desires position in meat packing or related industry. Particularly interested in frozen foods. Specialized in chemistry, and has B.S. degree, with subsequent industrial experience in metallurgy. Interested in sound permanent future. Excellent character and business references. W-330, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

MANAGER-SUPERINTENDENT with 17 years' experience in all phases of the meat packing industry desires connection with independent packer in midwest or west preferably. Capable of organizing all plant departments for efficient and economical operation. W-340, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

DEEF SUPT. AND CATTLE BUYER: 18 years' practical and business experience, all operations, including rendering, slaughtering and selling. Efficient and dependable. W-331, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

SUPERINTENDENT: Age 35, 10 years' practical experience in all departments and operations. Good production man, able to organize and direct. Efficient in cost figuring and analysis. Desire permanent connection. W-332, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

PACKINGHOUSE INDUSTRIAL ENGINEER: Inventive plans, productions, standards, modern methods, layout, equipment, time study, costs, cost control. W-335, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

Help Wanted

Eastern Packing Plant Wants:

A foreman, capable of taking charge of beef dressing department, experienced in killing cattle, calves and sheep. Must be familiar with operations under B.A.I. inspection and have ability to successfully handle help. Give details of past experience, age, references, and salary requirements. Permanent position for right man. W-324, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

SUPERINTENDENT or SUPERVISOR wanted for a beef division in a modern up to date eastern meat packing plant. One who knows all operations. Must be familiar with B.A.I. inspection and regulations. Position available now. Give full details of past experience, age, references and salary requirements. W-341, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

CHEMIST wanted by a large eastern meat packer, with training and experience in food technology and analysis. Ability to carry on research and product development work. Excellent opportunity. State age, experience, training and salary requirements. W-342, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

HOG FLOOR FOREMAN: Experienced in both killing and cutting operations. Prefer man with some knowledge of casing room and beef floor operations. Federally inspected plant located in central Ohio. Give details of past experience, age and salary expected. W-312, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

WANTED: SALES MANAGER with executive ability, thoroughly experienced in sales to take complete charge of sales organization in a strictly modern packing plant carrying a complete line in the Pacific northwest. Exceptional opportunity for right man. State experience. W-325, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

WANTED: Sales representative. Manufacturer of meat delivery boxes has several good territories open. Representative now calling on and thoroughly acquainted with meat packers can handle this item with another line. Commission basis. W-326, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

WANTED: Man for maintenance and setting up machinery in canning plant. Do not apply if not competent. S. E. Mighton Co., Bedford, Ohio.

Help Wanted

Beef Dressing Foreman

A medium sized to large meat packer in the midwest, "A River Plant," has opening for beef dressing foreman. Applicant should be skilled in beef dressing operations and have supervisory experience. Please cover personal history, past experience and age in reply to this ad. Replies held confidential. W-334, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

Frozen Precooked Food

Industrial engineer, required by manufacturer to set up costs, controls and standards. Excellent opportunity and salary offered. College graduate, experienced in food industry essential. Send complete resume to be held confidential to W-335, THE NATIONAL PROVISIONER, 740 Lexington Ave., New York 22, N. Y.

FOREMAN wanted, experienced in beef and hog killing and cutting operations. Real opportunity for a capable man. Plant located in middle east. Give full details of activities in packing industry, also salary expected. W-338, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

PRACTICAL SUPERINTENDENT wanted. Must have knowledge of beef, pork and sausage operations, also supervision of mechanical maintenance. Excellent opportunity. Give full details, age, education and past activities. W-339, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

MAN experienced in both killing and cutting operations wanted by midwest packer. Write full particulars and experience. W-336, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

WANTED: Man for maintenance and setting up machinery in canning plant. Do not apply if not competent. S. E. Mighton Co., Bedford, Ohio.

HOG CASING FOREMAN

Large packer needs hog casing foreman. Give full details in first letter. W-328, THE NATIONAL PROVISIONER, 740 Lexington Ave., New York 22, N. Y.

PRODUCTION SUPERINTENDENT: Wanted by large mid-west sausage manufacturer. Must know the sausage business and be able to handle help. Give details of past experience, age, and salary expected. W-109, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

SAUSAGE MAKER and all around man wanted for retail butcher shop. State age and experience. Write Frank Kirschner, 10 Main St., Haverhill, Mass.

WANTED: Siders and backers. Good working and living conditions. Good pay for the right men. Grand Rapids Packing Co., Grand Rapids 1, Mich.

Miscellaneous

EXPERIENCE SERVICE CO-OPERATION

Manned by experienced engineers in the design, construction and efficient operation of packing plants and sausage kitchens, locker plants, stockyards, sewage disposal, warehouses and general engineering services.

ASSOCIATED ENGINEERS
of
Saint Paul, Minnesota
2639 University Avenue
Registered Engineers

Miscellaneous

CANNED MEATS WANTED

Excess of government contracts. Civilian canned meats. Wire your offerings.

MARTIN PACKING CO.

127 Belmont Ave., Newark 3, N. J.

Small provision manufacturer, and distributor, wants dependable shipper of beef, lamb, pork, veal, etc. Located in northern New Jersey. We have up-to-date equipment, including new refrigerated trucks. We have almost 200 outlets including several large chains. Can furnish the highest type references. W-329, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

Green Hog Gut Runners

Wanted in any quantity for processing. Will pay best market prices for spot shipments or contracts. Stein Casing Co., 941 W. 37th St., Chicago 9, Ill.

WANTED: Second-hand entrail and peck hasher and washer. C. W. Swingle, Box 947, Lincoln, Neb.

Equipment Wanted and for Sale

Miscellaneous Equip. For Sale

- 2-Mechanical 5"x12" corrugated inner shell, used only one year, Completely reconditioned.
 - 1-500 Ton 4-Post Hydraulic Cracking Press, Complete with steam Hydraulic Cracking Press.
 - 1-Erie Ball Slide Valve Steam Engine. 90 hp. Perfect condition.
 - 1-Grundersen Swing Hammer Mill, Pulley drive, Fully enclosed Ball bearings.
 - 1-243 Buffalo silent cutter direct connected to 25 H.P. Motor.....\$375.00
 - 1-32" Boss Silent Cutter Complete with 7 1/2 Hp. Motor.....\$500.00
 - 1-300 Brecht Air Stuffer complete with Air Compressor, Air Tank Motor, Air gauge and all fittings from compressor to Air tank and from tank to Stuffer, Completely overhauled.....\$425.00
 - 1-1002 Randall Air Stuffer only with two stuffing Cocks and eight tubes. Good as New. \$250.00
- THE R. E. JORDAN COMPANY
416 West Camden Street
Baltimore, Md.

MEAT PACKERS—ATTENTION

FOR SALE: 1-Anderson #21 expeller, 15 H.P. A.C. motor; 1-Meckin cranking expeller; 2-4x8 and 4x9 lard rolls; 1-Brecht 1000 lb. meat mixer; 1-4x12" mechanical cooker; 1-241 meat grinder; 1-227 Buffalo silent cutter; 1-Brecht 200 lb. sausage stuffer; 1-Cresay #258 and 1-Victor #23 bre breaker. Send us your inquiries. WHAT HAVE YOU FOR SALE? Consolidated Products Co., Inc., 14-19 Park Row, New York City 7, N. Y.

FOR SALE: 1-250 lb. Buffalo stuffer A-1 condition. 1-Model 26 Buffalo chopper, 3 phase motor, box and push button control. Skotkowski Sausage Co., 2021 W. 18th St., Chicago 8, Ill.

WANTED: Hog dehairing machine; air stuffer; silent cutter; hog casing cleaner. Can use new or used. W-343, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

FOR SALE: 4 oil and waste saving melters (4x7) requiring slight repairs. 4 reduction meat motors. Atian Soap Works, Inc., 125 Chapel St., Newark 5, N. J.

WANTED: Two dry rendering cookers or dryers, 5 x 10 to 5 x 12. One large feather dryer. Poultryland, Incorporated, P. O. Box 571 Gainesville, Georgia.

WANTED TO BUY: 54-B Buffalo silent cutter, 350 lb. capacity. Write Box W-344, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

THE NATIONAL PROVISIONER

The Magazine of the Meat Packing and Allied Industries



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Number 19

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*

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DAILY MARKET AND NEWS SERVICE

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Editor

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Editor

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Convenient, clean, easy to use...no grease on hands, Mullinix permits removal of one slice or more without tearing either bacon or package, and then reseals itself.



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DIXIE

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